

17 November 2022
SINGAPORE

Have a Joyful Christmas Celebration With PAW Patrol™ And More at City Square Mall!



With the much-awaited festive season just round the corner, City Square Mall is all geared up for a PAW-some Christmas celebration! In partnership with Paramount Consumer Products Asia this campaign features the characters from the hit animated preschool series *PAW Patrol*, produced by Spin Master Entertainment, and airing daily on Nick Jr. Get ready to roll into action with these pups in this holiday rescue season and be part of the howling good adventure from **18 November to 28 December 2022**. Celebrate Christmas with your favourite pups as you catch them on stage and in action right here



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at City Square Mall with a fun-filled festive calendar of *PAW Patrol* activities that you won't want to miss!

Party & Play

PAW Patrol Ready for Action! Mall Shows

The *PAW Patrol* are back to save the day at City Square Mall! Join Chase, Marshall, Skye & Rubble on stage as they embark on another action-filled rescue to save the Adventure Bay Talent Show. Enjoy the show complete with fun songs and dances, interactive elements and captivating storylines. It's time to dance & howl together with the *PAW Patrol* in this mall show that is open for all. Come early to avoid disappointment!

Get a chance to meet the pups and snap a photo with Chase, Marshall, Skye & Rubble! With minimum spend of \$50 in a single receipt, you can redeem a Meet & Greet pass*.

Date: 3 - 18 December 2022 (except Mondays)

Time: Tuesdays - Fridays: 2pm & 7pm and Saturdays - Sundays: 1pm, 4pm & 7pm

Venue: Level 1, Stage

**50 Passes are redeemable 2 hours prior to each live show, while stocks last.*



Christmas PUP-tasia

Be greeted by the pups all dressed in festive gear just as you enter City Square Mall. The 8-metre-tall Christmas tree adorned with displays of Everest, Zuma and Rubble is a picture-perfect spot for a PUP-tastic family photo.

That's not all, be wowed as well by Singapore's largest inflatable display of Chase at 6-metres in height! A magnificent sight not to be missed. With so many instagrammable spots, your social feed this festive season is sure to be filled with PAW-some Christmas cheer!

Date: 18 November – 28 December 2022

Venue: Level 1, City Green Park

PAW-some Festive Rewards



Start the season of gifting with exclusive *PAW Patrol* Christmas gift wrappers*. With limited sets redeemable on a first-come, first-served basis, be sure to get your paws on these gift wrappers with a minimum spend of \$50.

*While stock lasts, 2 designs per set.

For a minimum spend of \$150*, *PAW Patrol* is here to help shield you and your little one from sun and rain with a limited edition *PAW Patrol* foldable umbrella.



* Limited to 5,000 redemptions. 1 redemption per shopper daily. A minimum spend of \$250 is required if inclusive of NTUC FairPrice, Q&M and / or Schools receipts.



And for those who love a great deal while getting a bang for your buck, there are also limited \$10 CDL Gift Vouchers and Merchant Voucher Packs available for redemption to shoppers who spend \$200* or \$250**.

* Spend \$200 or \$300 if inclusive of receipts from NTUC FairPrice, Q&M and Schools. Must include a receipt of at least \$30 from Fashion & Accessories, Health & Beauty or Gifts & Hobbies category stores to redeem. 2,000 sets available for redemption.

** Spend \$250 or \$350 if inclusive of receipts from NTUC FairPrice, Q&M and Schools to redeem. 2,000 sets available for redemption.



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Toys“R”Us “PUP”-up Shop!

Bring your favourite pups home when you shop at the Toys “R” Us “PUP”-up shop that feature a full range of other Nickelodeon merchandise as well!

Date: 3 – 18 December 2022

Venue: Level 1, Atrium

Beyond the exciting line-up of *PAW Patrol*, expect more exciting festive activities curated at City Square Mall for one and all this Christmas season. From **Into The Garden of Eco Christmas Trees** to the **Tree of Hope & Wishes Charity Drive**, and **Christmas Carols** - All in all, 'Tis the season to be jolly and charitable, right here at City Square Mall!

Good Tidings & Cheer

★ *Into the Garden of Eco Christmas Trees*

Enjoy the largest display of Christmas trees creatively designed by the students from **Temasek Polytechnic School of Design** using repurposed materials. The 12 shortlisted designs were created by the students and teachers using pre-owned and sustainable materials from City Square Mall tenants such as NTUC FairPrice, Watsons, Airzone, FujiFilm, Starbucks and Decathlon. These Christmas trees set the record for "The Largest Display of Christmas Trees Made of Repurposed Materials" in the Singapore Book of Records.

Date: 18 November - 28 December 2022

Venue: Basement 1, Fountain Square

Be sure to vote for “My Favourite Eco Christmas Tree” and stand a chance to win \$1,200 worth of attractive prizes such as \$100 Watsons vouchers, a Powerpac 20L Microwave Oven from NTUC FairPrice, a Starbucks Exclusive Christmas Bundle and The Body



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Shop's Self-Care Hamper! Simply scan the QR code or visit bit.ly/CSMXmasTreeVoting2022 to cast your vote for "My Favourite Eco Christmas Tree" from **18 November to 18 December 2022!**



SCAN TO VOTE

★ ***Tree of Hope & Wishes Charity Drive – Adopt A Wish & Wrapping With Love***

In the spirit of giving, Adopt A Wish for a worthy cause this festive season. Initiated by City Sunshine Club (CSC), City Developments Limited (CDL)'s employee volunteer platform, this annual charity drive allows shoppers to spread the Christmas cheer in a meaningful way. Render your support and join us in fulfilling 200 Christmas wishes for the children living in rental units in the North West District's Limbang Division this year.

This campaign is in support of SG Cares Giving Week. SG Cares Giving Week is a key initiative of the national SG Cares movement held annually from 1 to 7 December, that celebrates the spirit of giving and seeks to make giving part of our way of life. Jointly organised by National Volunteer & Philanthropy Centre (NVPC), the National Council of Social Service (NCSS), and the SG Cares Office, the SG Cares Giving Week aims to inspire individuals, businesses, non-profit organisations and the community to give their best for others by sharing their Time, Talent, Treasure and Voice in support of any cause they are passionate about, in all ways, big and small.

Adopt A Wish

There are 200 festive wishes to be fulfilled by 8 December 2022 for the children. With a wide assortment of gift options, wish adopters can conveniently fulfil all festive wishes easily [online](#) or by scanning the QR code. Participating stores include Challenger, Decathlon, Golden Village, PUMA Outlet, Smiggle and Toys"R"Us.



SCAN TO ADOPT A WISH



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Wrapping with Love

Donated gifts will be wrapped at a gift-wrapping station from 1 to 7 December 2022 by volunteers. Well-wishers can also do their part by registering as a volunteer to gift wrap at citysquaremall@cdl.com.sg. After all, it's the thought that counts!

Date: 11 November - 8 December 2022

Time: 10am - 10pm

Venue: Level 2, Beside Customer Service Counter

★ Live performance of all your favourite Christmas carols by ***The Music Lab***.

To add to the jubilant festive flair, The Music Lab will be crooning with special renditions of all-time Christmas carol classics. The harmonious chorale will be the perfect way to kick-start the countdown to the much-awaited Christmas Day!

Date: 17 December 2022 (Saturday)

Time: 5.30pm - 6.15pm

Venue: Level 1, Stage

With a full list of curated events and activities to spice up the festive atmosphere this season for one and all, be sure to have a joyful Christmas celebration right here at City Square Mall!



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About City Square Mall

With close to 200 retail, entertainment and lifestyle stores spread across 450,000 square feet, City Square Mall has every family favourite including Cotton On, Daiso, Decathlon, Don Don Donki, Golden Village, MST Golf SuperStore, NTUC FairPrice, Toys“R”Us and Uniqlo, as well as over 50 food and beverage outlets, including Food Republic and Haidilao Hot Pot. The mall is a one-stop destination for everyone in the family with a convenient location above Farrer Park MRT Station (NE8), numerous amenities and facilities, including spacious corridors, nursing and family rooms, and diaper-changing stations. The mall also offers complimentary use of its baby strollers, kiddy carts and wheelchairs. Offering the perfect ambience to shop and play amidst an eco-learning environment, City Square Mall is an ideal venue for 3-Generation (3G) families to interact and bond through its diverse retail mix to cater to the varied needs of families.

Consistently award-winning since its inception in the areas of family, retail and green leadership, City Square Mall is Singapore’s first retail mall to be recognised and awarded with the BCA-MSF Universal Design Mark for Family-Friendly Business Platinum Award in 2018, and is awarded again in 2021, recognising its strong commitment to creating a family-friendly environment for shoppers. City Square Mall has recently been awarded the BCA Green Mark Platinum award, showcasing the exemplary green projects. The mall is also the first retail space in Singapore to be bestowed with the top-tier Green Mark Pearl Prestige Award in 2018 for its strong commitment in achieving greater environmental sustainability. City Square Mall is owned and managed by City Developments Limited.

For more information, please visit www.citysquaremall.com.sg

About Nickelodeon

Nickelodeon, now in its 43rd year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The brand includes television programming and production in the United States and around the world, plus consumer products, digital, location-based experiences, publishing and feature films. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon is a part of Paramount’s (Nasdaq: PARA, PARAA) global portfolio of multimedia entertainment brands.

About PAW Patrol

The hit animated preschool series *PAW Patrol*, airing on Nick Jr and produced by Spin Master Entertainment, follows a pack of heroic rescue pups-Chase, Marshall, Rocky, Rubble, Zuma, Skye and Everest- who are led by a tech-savvy boy named Ryder. Together they work hard to protect the Adventure Bay community believing no job is too big, no pup is too small! The series features a curriculum that focuses on citizenship, social skills and problem-solving. PAW Patrol is available daily on Nick Jr. (Singtel TV Ch 238, StarHub TV Ch 304). You can also catch PAW Patrol on demand on Singtel TV and StarHub TV platforms and on Netflix.

About Paramount Consumer Products

Paramount Consumer Products oversees all licensing and merchandising for Paramount (Nasdaq: PARA, PARAA), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by iconic consumer brands, Paramount Consumer Products' portfolio includes a diverse slate of brands and content from BET, CBS (including CBS Television Studios and CBS Television Distribution), Comedy Central, MTV, Nickelodeon, Paramount Pictures and Showtime. With properties spanning animation, live-action, preschool, youth and adult, Paramount Consumer Products is committed to creating the highest quality product for some of the world's most beloved, iconic franchises. Additionally, Paramount Consumer Products oversees the online direct-to-consumer business for CBS and Showtime programming merchandise, as well as standalone branded ecommerce websites for Star Trek, SpongeBob, South Park, and MTV.

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