



Developed and Managed by:
CITY DEVELOPMENTS LIMITED

16 November 2023
SINGAPORE

Have a Very Smurfy Christmas at City Square Mall

Gather and have the most smurf-tacular Christmas with us this December!



Join City Square Mall and Nickelodeon for a smurfy blue Christmas this year! This holiday season, visitors can step into an enchanting world of *The Smurfs* as City Square Mall transforms into a winter wonderland straight out of Smurf Village in commemoration of the 65th anniversary of the Smurfs. With whimsical decorations and hundreds of blue Smurfs surrounding the mall, it will definitely make for an unforgettable experience for families and Smurfs fans. Happening from **17 November to 31 December 2023**, be wow-ed by a sea of

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Co. Reg. No.: 196300316Z

adorable blue Smurfs and spot your favourite characters such as Papa Smurf, Smurfette and even Gargamel all over City Square Mall!

Paint the mall blue this Christmas by dressing up in your best blue outfits and join us for **A Very Smurfy Christmas** as we bring you fun-filled festive activities and do-good initiatives for the whole family through till the end of the year. Don't forget to also snap Insta-worthy pictures and make merry with the array of festive food options at City Square Mall!

Limited-Edition Smurfs-themed Nickelodeon Gifts-with-Purchase and Shopping Rewards

'Tis the Season to be Smurfy



Let it smurf, let it smurf, let it smurf! Be rewarded every time you shop for gifts at City Square Mall! Spend a minimum of \$50 and redeem a **Meet & Greet Pass*** with the lovely Smurfette and Papa Smurf.

Date: 2, 3, 9, 10, 16 and 17 Dec 2023 (Saturdays and Sundays)

Time: 4pm and 7pm

Venue: Level 1, Atrium

**Meet & Greet passes redeemable 2 hours prior to each session. Limited to 40 passes per session, on a first-come, first-served basis.*

Season of Rewards



Smurf up your gifts with a set of limited edition Smurfs-themed Nickelodeon Christmas wrappers available for redemption when you spend a minimum of \$60. Comes with 2 designs per set.



Festive travelling is officially back in full swing! Pack in smurfy style with exclusive Smurfs-themed Nickelodeon Travel Cubes, redeemable when you spend a minimum of \$150/\$250*.

**Limited to 5,000 sets and 2 redemptions per shopper per day. \$250 if inclusive of NTUC FairPrice, Q & M and/or Schools receipts.*



In addition, you can stand a chance to redeem a \$10 CDL Gift Voucher and a \$15 Merchant Voucher Bundle* with a minimum spending of \$250/\$350*.

**Limited to the first 3,000 redemptions and 1 redemption per shopper per day. \$350 if inclusive of NTUC FairPrice, Q & M and/or Schools receipts.*

***For more information on Terms and Conditions, please visit [this page](#).*



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Merry Moments Await

Christmas Marketplace

The Christmas Marketplace is proud to align with SG Cares Giving Week which is a cornerstone of the national SG Cares movement held annually from 1 to 7 December to celebrate the spirit of giving. Embark on an enchanting journey in a vibrant marketplace with exquisitely handcrafted treasures up for grabs, ranging from crochet, apparel, crystals, skincare vendors and more. We invite you to soak in the festivities as we come together to create a merry and joy-filled holiday season. Participating vendors will be selling their products in gift hampers and gift boxes, which are perfect for the season of giving.

As part of their efforts to give back, City Square Mall will also be allocating some booths to Enterprising Mums United (EMU)* and other social enterprise organisations in support of SG Giving Week. EMU will be offering a holistic array of exclusive, unique and distinctive products and services which are mainly hand-crafted, and prices ranging from \$2 to \$100 and more. Come and celebrate the joy of Christmas and support both local artisans and meaningful causes during this festive period.

**For the full list of brands under EMU, please refer to [Appendix](#).*

Date: 1 - 17 December 2023

Time: 10am to 10pm

Venue: Level 1, Atrium

Wrap Joy with LoveFAD

City Square Mall is also proud to announce a meaningful collaboration with Love for A Dollar (LoveFAD) to offer gift-wrapping services run by a team of volunteers. For just \$2 per gift, shoppers not only receive beautifully wrapped Christmas presents but also be a donor to Care Community Services Society (CCSS). 100% of the proceeds will be donated to Care Community Services Society (CCSS) in support of non-profit organisations to raise funds and awareness.

Date: 15 - 24 December 2023

Time: 11am to 9.30pm

Venue: Level 2, Beside Customer Service Counter

Jolly Jingles



Get groovy this festive season and dance to the festive songs in acapella style by SMU's Chamber Choir.

Date: 16 - 17 December 2023

Time: 2pm and 7pm

Venue: Basement 1, Fountain Square

Spread the joy and gift of giving this festive season with all these curated events and activities. We wish you A Very Smurfy Christmas right here at City Square Mall!

- END -

Media Drive

Editorial assets can be downloaded via this [folder](#).



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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's favourites 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, diaper-changing stations and offers complimentary use of its baby strollers, kiddy carts and wheelchairs.

A new water refill station has also recently been introduced – which provides point-of-use drinking water to shoppers, and is part of City Square Mall's efforts to advance the Bring-Your-Own-Bottle (BYOB) initiative to reduce single-use plastic bottles. 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 in the areas of family, retail and green leadership since its inception, 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 was awarded again in 2021, recognising its strong commitment to creating a family-friendly environment for shoppers. City Square Mall has also been awarded the BCA Green Mark Platinum award since 2007, 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 on City Square Mall,

Address: 180 Kitchener Road, Singapore 208539

Social Media: [Facebook](#) , [Instagram](#)

Website: www.citysquaremall.com.sg

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About The Smurfs™

Blue and cute, standing only three apples high, the Smurfs value team spirit, loyalty, optimism, fun and respect for nature. They might be hard to tell apart at first, however, each Smurf has his or her own particularity. They live in a village full of mushroom-shaped houses, hidden in the heart of a magic forest where few people venture to go. Born in a comic book in 1958, Peyo's little blue characters have been spreading happiness and entertaining kids and families for generations. The Smurfs animated series (2021) is airing worldwide on Nickelodeon. A new Smurfs movie produced and distributed by Paramount Pictures/Nickelodeon Animation and starring Rihanna as Smurfette has been recently announced with a February 2025 theatrical release.

About *The Smurfs (2021)*, the animated series:

The Smurfs is a Peyo Productions and Dupuis Audiovisuel production, in co-production with KiKA, Ketnet and RTBF, with the participation of TF1 and with the participation of Wallimage (La Wallonie), of Screen Flanders, of BNPPFFF and with the support of the Tax Shelter of the Belgian Government and the participation of the CNC.

Season 2 : © Peyo Productions - Dupuis Édition & Audiovisuel – Les Cartooners - KiKA - KETNET - RTBF.be – 2022

Fans in Singapore can catch *The Smurfs* weekdays at 10.40am on the Nickelodeon channel (Singtel Ch 240, and StarHub Ch 314).

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. Nickelodeon is a part of Paramount's (Nasdaq: PARA, PARAA) global portfolio of multimedia entertainment brands.

About 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. Organised by the National Volunteer & Philanthropy Centre (NVPC), in collaboration with SG Cares Office and National Council of Social Service (NCSS), 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, together with families and friends in support of any cause they are passionate about, in all ways, big and small. These are the little acts, when multiplied by millions, that make a world of difference. To support the movement, visit www.givingweek.sg.

Appendix: Brands under Enterprising Mums United

Enterprising Mums United (EMU) was set up in September 2016 as a business and management consultancy Social Enterprise that provides a pop-up retail platform to bring like-minded individuals with life challenges, primarily mental well-being, to get together, especially mothers in a non-competitive environment.

EMU is a member of Business for Good under the Singapore Centre for Social Enterprise (raiSE) which is a sector developer and membership body for aspiring social entrepreneurs, existing social enterprises and other individuals and organisations that are interested in contributing to the development of the social enterprise sector.

They will be at the Christmas Marketplace from 1 to 10 December 2023.

Participating Brands	Description
D'Artmarque	D'Artmarque was started in 2015 with a love for making hand-crafted products, where no two pieces are the same. True to its design principles, D'Artmarque is home to unique handmade pieces where each piece embodies their own distinct appeal and individual charm.
Norma Rose	Drawing inspiration from her surroundings and five senses, Norma creates unique, exclusive and purposeful products through upcycling, with a mission to transform the ordinary into the extraordinary.
Pebble Child	<p>Pebble Child products are made by Hathay Bunano, which means handmade or hand-knitted in Bangla. As a non-profit fair trade organisation in Bangladesh, their mission is to create fairly paid, good quality, flexible and local employment for rural women who are poor and often disadvantaged.</p> <p>Making beautiful toys by hand and creating dignified employment, Hathay Bunano aims to provide employment which fits in with the rhythm of rural life, stem the tide of economic migration to the cities and keep families together.</p>
Rice by Me	Rice By Me (Rice) was founded by Clarice. With the tagline, HandmadeHappiness, Rice fills her customers' day with happiness with their high-quality handmade crochet knitted products from t-shirt yarn; unique statement bags, clutch bags and accessories for all occasions.

SWL's Selection	<p>SWL's Selections (SWL) was founded in 2012 by Norfazilah, as an online store selling shawls and accessories. With SWL, it is also a platform to express versatility as creations range from simple shawls to various forms of products such as table runners and shrugs. They have also repurposed and upcycled their shawls into new products in their mission towards zero waste and saving the environment. This has also recently brought about SWL's brand of handmade products, such as tote bags, drawstring, and wristlets, among others.</p>
Thread & Needle	<p>As a self-started business to support her mother after COVID, Thread & Needle sells handicrafts such as knitted creations, ranging from different toys like animals and superheroes. She hopes to spread the love and care her mother puts into these creations with her customers.</p>
Vina Fragransia	<p>Founded in 2014 by Sudiani (Yan), Vina Fragransia manufactures non-alcoholic perfumes and home fragrances locally using high-quality oils sourced from all around the world. They are also a socially conscious enterprise that provides employment opportunities for youth at risk.</p>