

1 October 2025
SINGAPORE

City Square Mall Partners Silver Ribbon Singapore, FairPrice Supermarket, and Don Don Donki to Offer Sweet Treats in Support of Mental Health Day

This World Mental Health Day, City Square Mall will be rolling out thoughtful initiatives, from complimentary sweet treats to feel-good F&B deals, to uplift the spirits of shoppers



1 OCTOBER, 2025 — Since its inception, **City Square Mall** has always been more than just a shopping destination. It has strived to be a dynamic family-friendly hub where community and care take centre stage, and where memories are forged with every visit.

180 Kitchener Road, City Square Mall #B2-29, Singapore 208539
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Co. Reg. No.: 202348280N



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Since 2023, the mall has partnered with Silver Ribbon (Singapore) (SRS), a leading mental health non-profit organisation that honours businesses and community initiatives that champion mental health awareness. Earlier today, the mall was awarded the Silver Ribbon Mental Health Award under the Community, Culture, and Sports category, marking the third consecutive year (2023 to 2025) that it has been recognised for actively promoting mental health awareness in the community.

This October, the mall continues to strengthen its partnership with SRS, alongside its tenants **FairPrice Supermarket (#B1-09)** and **Don Don Donki (#B2-05)**, through special initiatives designed to brighten the days of its shoppers and create moments of happiness through small indulgences.

Beyond these initiatives, the mall will soon launch “**Connect @ City Square Mall**”, on Level 4, a space run by the National Council of Social Service (NCSS) which will house five different Social Service Agencies (SSAs) to further strengthen its support for the community.



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Free Ice Cream for Shoppers to Indulge and Recharge on 10/10 at 10.10am

In commemoration of **World Mental Health Day** on **10 October 2025** at **10.10am**, the mall will be giving away free ice cream sponsored by FairPrice Supermarket to the first 600 shoppers*, an initiative graced by Guest of Honour Dr. Wan Rizal, Co-chairperson of the People's Action Party (PAP) Mental Health Group. He will be joined by Mr George Chan, General Manager of City Square Mall, and Ms Porsche Poh from Silver Ribbon (Singapore). Together, the representatives will hand out the ice cream from 10.10am till 11am at the L1 Atrium, in front of Cedele, from an iconic Kombi Rocks van. The giveaway — which offers shoppers not just a sweet treat but also a fun, photo-worthy moment — will continue while stocks last.

Dr. Wan Rizal from the PAP Mental Health Group says: "I am delighted to join City Square Mall and Silver Ribbon (Singapore) in promoting mental health awareness. Initiatives like this provide meaningful support to the community and are a reminder that mental health is not just an individual concern, but a collective responsibility. These gestures, no matter how big or small, play an important role towards building a compassionate and supportive community."

Porsche Poh, Executive Director of Silver Ribbon (Singapore), states: "Silver Ribbon (Singapore) would like to commend City Square Mall (CSM) for its outstanding commitment to promoting mental health within the community. CSM's thoughtful initiative in commemorating World Mental Health Day reflects a genuine dedication to raising awareness and reducing the stigma surrounding mental health. This sets a commendable example for other community spaces to follow."

**Limited to one ice cream per shopper.*

Free Sweet Treats for Students to Beat the Exam Blues



Free sweet treats for primary and secondary school students

In addition, from **3 to 31 October 2025**, the mall will be partnering with Don Don Donki, supported by SRS, to motivate students during the exam period with a complimentary sweet treat*. As a small gesture of encouragement, students can flash their student pass at the B2 Customer Service Counter to receive their gift, which comes in a specially designed wrapper that features words of encouragement and self-care tips for the exam period.

**Limited to one sweet treat per student, while stocks last. Applicable to primary and secondary school students.*

Feel-Good F&B Deals



From left to right: Hankang Pocha, Super Dario Lasagne Cafe

Between **1 to 31 October 2025**, in collaboration with 15 F&B brands in the mall including **Jack's Place (#04-39)**, **Holla Juice & Acai (#B1-K9)**, and **Wingstop (#B1-33)**, City Square Mall will be rolling out exclusive dining promotions that feature nourishing and comforting food options, designed to support both body and mind.

Shoppers can visit **Hankang Pocha (#B1-04)** to enjoy a \$9.80 lunch deal with mains such as their Kimchi Stew and Angus Beef Sotbap, and head to **Munchi Pancakes (#B2-K8)** to get 50% off their second purchase, or **Cedele Bakery Cafe (#01-24)** to enjoy 20% off its Real Dark Chocolate Sliced Cake.

For heartier delights, shoppers can dine at **Hi Hot Pot (#B2-01)** and tuck into its Hi! Solo Value Set for just \$16.90++ (U.P. \$34++). **Super Dario Lasagne Cafe (#04-17)** will also be having a 15% discount on any single-serving lasagne with the promo-word "Sweet October". In addition, **Twyst (#B1-K10)** will be offering 2 Chef's Signatures — its Pomodoro and Gochujang Pastas — plus 2 Coke Zeros at just \$22.30 (U.P. \$26.80). Students can also look forward to \$6 student meals at **Subway (#B3-02)**, and choose between a Chicken Ham or a Cold Cut Trio 6-inch sandwich, that comes complete with a drink and cookie.

For the full list of F&B deals, please refer to the Annex below.



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Through these initiatives, City Square Mall reaffirms its commitment to creating a supportive and caring environment for the community. This includes building engaging, family-friendly community spaces, such as the upcoming “**Connect @ City Square Mall**” at Level 4, which will offer a range of varied programmes for children and families. The mall is also home to like-minded brands such as the Eagles Mediation & Counselling Centre at B2, which is also part of the five SSAs run by NCSS, strengthening its role as a hub for community support.

With exclusive F&B deals and free sweet treats for shoppers, the mall offers opportunities for shoppers to recharge and celebrate the small joys in life, making it a welcoming, family-friendly destination that supports the community.

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About City Square Mall

With more than 200 retail, entertainment and lifestyle stores spread across 470,000 square feet, City Square Mall has every family's favourites including Adidas Outlet, Cotton On, Decathlon, Don Don Donki, Golden Village, MST Golf Super Store, FairPrice Supermarket, and Uniqlo, as well as over 70 food and beverage outlets, including Food Republic and Hi 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, nursing and family rooms, diaper-changing stations and 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 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.

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In addition to these achievements, City Square Mall was recently awarded the Platinum Award for SG Cares Giving Week by National Volunteer And Philanthropy Centre (NVPC) for its efforts. A family-friendly hub that supports the community, the mall continues to provide a vibrant space for shoppers to connect and create lasting memories. City Square Mall is developed and managed by City Developments Limited.

About the PAP Mental Health Group

The PAP Mental Health Group (MHG) drives collective action to advance mental health in Singapore. The Group works with like-minded partners to advocate for mental health awareness, push for policy reforms, and develop initiatives that enhance the accessibility, inclusiveness and responsiveness of mental health care. Its vision is a Singapore where mental health is a national priority, fostering communities rooted in well-being, empathy, and resilience.

About Silver Ribbon (Singapore)

Silver Ribbon (Singapore) (SRS) is a mental health charity organisation launched by former S R Nathan in 2006 to spread awareness on mental health, promote mental wellness and combat mental health stigma. Hence, since its inception, SRS has been providing complimentary basic counselling for emotional support, conducting mental health awareness talks and workshops to increase mental health literacy and collaborating with local & overseas mental health organizations, consumers, caregivers, corporates, government agencies, grassroots organizations, religious groups, school institutions, social service agencies and media to reach out to the community of all age groups through innovative means.

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[Annex] Feel-Good F&B Deals happening from 1 Oct to 31 Oct 2025

No.	Brand	F&B Deals	Terms & Conditions
1	Beyond Pancakes (#02-35)	20% off on all dessert pancakes	<ul style="list-style-type: none"> Valid for dine-in only Not applicable with other promotions and discounts Exclusively at City Square Mall outlet
2	Cedele Bakery Café (#01-24)	20% off Real Dark Chocolate Sliced Cake	<ul style="list-style-type: none"> Cedele Members are entitled to earn points for this promotion Promotion is not applicable for redemption in conjunction with any other promotions and discounts Exclusively at City Square Mall outlet
3	Duke Bakery (#B2-22)	Enjoy the combo set at just \$8.80 (U.P. \$11.80) Choice of Tuna Corn Pillow and Almond/Chocolate Cookie	<ul style="list-style-type: none"> Promotion cannot be used with other discounts or promotions Exclusively at City Square Mall outlet
4	Fragrance Foodstuff (#B2-K6)	\$6.80 BB Bak Kwa (108g), individually packed (U.P. \$8.50)	<ul style="list-style-type: none"> While stocks last Exclusively at City Square Mall outlet
5	Hankang Pocha (#B1-04)	\$9.80 lunch deal with free unlimited Banchan (U.P. from \$12.80)	<ul style="list-style-type: none"> Available Monday to Friday, 11.30am to 3.30pm, for dine-in only Not valid on public holidays and the day before Not valid with other discounts, vouchers, privileges, offers or member credits Exclusively at City Square Mall outlet
6	Hi Hot Pot (#B2-01)	Solo, Duo or Group Meals from \$16.90 (More than 50% Off from ala carte prices)	<ul style="list-style-type: none"> Available from Monday to Thursday, 11am to 6pm, and Friday to Sunday, 11am to 5pm for dine-in only Not valid the day before public holiday Not valid with other discounts and promotions Exclusively at City Square Mall outlet

No.	Brand	F&B Deals	Terms & Conditions
7	Holla Juice & Acai (#B1-K9)	Top up \$1 to enjoy a cup of Avocado Milkshake, Coconut Shake, or Mango Smoothie with any Acai bowl purchased	<ul style="list-style-type: none"> • Not valid with other promotions, discounts and corporate privileges • While stocks last • Exclusively at City Square Mall outlet
8	Jack's Place (#04-39)	Enjoy 1-for-1 Jack's Sizzling Chicken Steak at only \$18.50++	<ul style="list-style-type: none"> • Offer valid for dine-in only • Not valid with other promotions, discounts, and JP Pepperdine rewards programme • Not valid on public holidays and the day before • JP Pepperdine management reserves the right to amend the terms and conditions without prior notice • Exclusively at City Square Mall outlet
9	Lai Lai Taiwan Casual Dining (#03-39)	\$1.90 Signature Taiwan Red Milk Tea with Pearls (U.P. \$4.90) with every order of Taiwan Pancake	<ul style="list-style-type: none"> • Available from Monday to Friday, after 2pm • Exclusively at City Square Mall outlet
10	Munchi Pancakes (#B2-K8)	Get the second piece at 50% off	<ul style="list-style-type: none"> • Applicable for Red Bean and Kaya flavours only • Not valid with other discounts and promotions • Exclusively at City Square Mall outlet
11	Streets Café (#01-01)	Special deals for mains starting from \$8.80 (U.P. \$10.80) with add-on options	<ul style="list-style-type: none"> • Promotion is not available public holidays and the day before • Promotion is not valid in conjunction with other offers, discounts, privileges or vouchers (except cash vouchers) • Prices are subject to a 10% service charge and prevailing government taxes • Pictures shown are for illustration purposes only • The management reserves the right to amend or remove the offer without prior notice • Exclusively at City Square Mall outlet

No.	Brand	F&B Deals	Terms & Conditions
12	Subway (#B3-02)	<p>Enjoy \$6 Student Meal — choice of a Chicken Ham or Cold Cut Trio sandwich</p> <p>Comes with a 6-inch sub, 16oz drink, and a cookie</p>	<ul style="list-style-type: none"> • Valid only during weekdays excluding public holidays • Not valid with any other promotions • Please present a student ID before paying • Exclusively at City Square Mall outlet
13	Super Dario Lasagne Café (#04-17)	Enjoy a 15% discount on any single-serving lasagne with the promo-word: Sweet October	<ul style="list-style-type: none"> • Not applicable for full-sized lasagnes • Exclusively at City Square Mall outlet
14	Twyst (#B1-K10)	Get 2 Chef Signature Pomodoro or Gochujang Pasta and 2 Soft Drinks at \$22.30 (U.P. \$26.80)	<ul style="list-style-type: none"> • Promotion cannot be used with other discounts or promotions • Exclusively at City Square Mall outlet
15	Wingstop (#B1-33)	\$9.90 8pc Boneless Wings and regular ranch (U.P. \$12.35)	<ul style="list-style-type: none"> • Includes up to 2 flavours for 8pcs Boneless Wings • Not valid for online orders and delivery • Not valid with other discounts and promotions • Exclusively at City Square Mall outlet