

# SQUAREONE

Immediate Release

## **#SQ1slays the Holidays: Square One Shoppers invited to Slay the Season with Kick Off of Holiday Program**

*New retailers Urban Decay, Rolex Boutique, Massimo Dutti and more open just in time for Holidays*

**November 18, 2016 (Toronto)** — [Square One Shopping Centre](#) readies guests to win, score, triumph over, and slay all their holiday season activities. The #SQ1slay program will feature special promotions, Yuletide events, social media takeovers, community outreach and so much more! Whether it's finding the perfect gift for a loved one, meeting Santa Claus, or simply enjoying all the wonderful stores, restaurants, and amenities Square One has to offer, guests will have all they need for an exceptional holiday season. Square One's Holiday Program kicks off on Friday, November 18.

Here is a list of services and upcoming events at Square One Shopping Centre to get you in the holiday spirit:

### **Santa's Winter Wonderland**

Christmas comes early as Santa arrives at the shopping centre on November 18. With a brand new location this year, Square One will unveil Santa's Winter Wonderland. From November 18 until December 24, guests can visit Santa, create memories and share their Christmas wish list. For more details, visit [shopSQUAREONE.com/holiday](http://shopSQUAREONE.com/holiday)

**On Black Friday, November 25**, Square One will offer extended hours, with the shopping centre and most of the retailers staying open from 8 a.m. until 10 p.m. Guests will have access to more than 320 brand name stores, restaurants and amenities – adding those extra hours for shoppers to slay their gift list. For a comprehensive list of retailers' Black Friday and ongoing specials, follow [@shopSQUAREONE](#) on Twitter and visit [shopSQUAREONE.com/blackfriday](http://shopSQUAREONE.com/blackfriday)

### **Black Friday Gift Card Giveaway**

During Black Friday weekend, Square One will be hosting a Black Friday gift card promotion just in time for the holidays. For every \$100 worth of Square One gift cards purchased, shoppers will be entered to win one of three \$2,500 holiday shopping sprees. As an added incentive, power shoppers who purchase \$1,000 worth of Square One gift cards from Guest Services will immediately receive an additional \$25 gift card. For more information, follow [@shopSQUAREONE](#) on Twitter and visit [shopSQUAREONE.com/blackfriday](http://shopSQUAREONE.com/blackfriday)

### **Special Holiday Hours**

Take the whole day to slay through shopping lists with holiday hours beginning on November 26. Until December 30 the shopping centre will be open Monday to Saturday 9 a.m. until 10 p.m. and Sunday 10 a.m. to 8 p.m. visit [shopSQUAREONE.com/hours](http://shopSQUAREONE.com/hours)

### **Valet your "Sleigh"**

Home to Canada's most comprehensive valet service, Square One's multi-option valet service lets guests drop off vehicles at one valet location and pick them up at an alternative location across the shopping centre. Square One will make parking a dream this festive season. Experience Square One's climate controlled "lots" of luxury underground parking while you wait in the serviced valet lounge with bottled water and wifi. Starting on Black Friday, until December 29, Square One will offer curb-side valet from Entrance 3 Thursday through Sunday, letting shoppers make a grand entrance into the new luxury wing.

### **10 Ways to Parking**

An inherent advantage above all other shopping centres, Square One offers 10 access points in and out of the shopping centre grounds. Guests can plan their preferred arrival and departure route to Square One using the shopping centre's innovative parking map available on the website. The interactive map allows guests to choose from 10 access points to determine the most direct path to their destination, avoiding congestion for a smooth arrival. See the link for Square One's interactive parking map to plan the best driving route at [shopSQUAREONE.com/parking](http://shopSQUAREONE.com/parking)

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## **Shop, wrap, repeat gift-wrapping**

Leave the wrapping to the experts from December 1 to 24, Square One will provide gift-wrapping for shoppers for a small fee. Using premium, festive print paper, shoppers can drop off their gifts to be wrapped while they continue their shopping, take a break or grab a bite to eat.

## **CTV's Toy Mountain with Tom Brown – Square One gives back!**

Square One is a proud supporter of Toy Mountain – teaming up with the Salvation Army and CTV to build a mountain of toys, providing help and hope to families in need in the GTA. On November 28, CTV and Tom Brown will visit Square One's Grand Rotunda for a fun-filled day of music, notable faces, gift-wrapping prizes and more! Guests who cannot be part of the live broadcast are still able to give back to those in need. Visit the Toy Mountain bin located on Level Two (near Santa's winter wonderland) until December 23 to donate your unwrapped toys for this amazing cause.

## **#SQ1Slays the Holidays with Special Guests**

Stay connected with holiday trends and gift ideas. Each week, notable personalities will take over Square One's social media channels to showcase how they will shop for those who have been naughty or nice. Follow [@shopSQUAREONE](#) on Instagram to see Entertainment Tonight Canada host, Sangita Patel, BFFs and mommy style vloggers, Catherine Belknap and Natalie Telfer of Cat & Nat and fashion influencer, Brett Poschmann slay the holiday season at the shopping centre in style! Additionally, on November 26, Square One will launch their #SQ1Slay \$1,500 shopping spree contest on social media. To enter, follow [@shopSQUAREONE](#) on Instagram and tag a friend who loves to shop.

## **The Salvation Army Christmas Kettle Campaign**

Square One partners with the Salvation Army each year to raise funds for their Christmas Kettle Campaign. The Salvation Army will be on site collecting donations until December 24, and the Salvation Army Bands will also hold various performances at the shopping centre throughout the season.

## **New ways to Slay holiday style**

Don't miss anyone on your Christmas list this year, new stores to open in December include bath and body emporium Crabtree & Evelyn, and Spanish fashion retailer Massimo Dutti. Additionally, in Square One's newest wing, beauty cult favourite Urban Decay will open its first doors in Ontario and Rolex Boutique, will bring the ultimate timepiece and jewellery selection to Square One.

Find full details on parking, guest services, restaurants, store offers, store hours and more at **Square One's Holiday Hub** at: [www.shopSQUAREONE.com/holiday](http://www.shopSQUAREONE.com/holiday)

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## **About Square One Shopping Centre**

Proudly managed by Oxford Properties and with over 320+ retailers including Holt Renfrew, Salvatore Ferragamo, Simons, Apple, Stuart Weitzman, Ann Taylor, Crate and Barrel, Zara and Whole Foods Market, Square One Shopping Centre is the destination of high style in the GTA. Square One is owned by Alberta Investment Management Corporation (AIMCo) on behalf of its clients and Oxford Properties Group. Dedicated to sustainability, Square One's 2.2 million square feet has been recognized and awarded by the City of Mississauga for creating a balance between sustainable environmental programs and a unique shopping experience. The recipient of two awards from the City of Mississauga for Excellence in Urban Design, including the 'Healthy Design Award', the shopping centre continues its rapid growth with a current productivity value of \$1,035 per square foot. Square One is a designated tourist destination and is open on statutory holidays. For details visit [www.shopSQUAREONE.com](http://www.shopSQUAREONE.com). Follow us on Twitter/Instagram [@shopSQUAREONE](#) and at [Facebook.com/SQUAREONE](https://Facebook.com/SQUAREONE).

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