

## #SQ1CONNECT: SQUARE ONE READIES TO “TECH THE SEASON” WITH A SPECTACULAR ALL-DIGITAL HOLIDAY PROGRAM KICKING OFF NOVEMBER 16

### **HOLIDAY SHOPPING NAVIGATION MADE EASY WITH THE SHOPPING CENTRE’S COMPREHENSIVE TECHNOLOGY**

**November 12, 2018 (Toronto)**—Square One, one of Ontario’s largest shopping centres, prepares to kick off the Holiday season with a comprehensive digital program, designed to make the shopping process effortless for guests. Square One wishes guests *Happ e-Holidays* with the debut of the **Search·Find·Shop** online service, enhanced **Interactive Parking Map**, **Apple Maps**, and **Google Business View** navigation, as well as remarkable programming on **SQ1Podcast** and **Spotify**.

Here is more information on all tech amenities that put effortless shopping at your fingertips:

#### **HAPP E-HOLIDAYS: SEARCH·FIND·SHOP**

Square One’s new **Search·Find·Shop** online service enables shoppers to search and view products available at participating stores at Square One. This is the first time in Canada that shoppers can search specific products and brands across multiple retailers on a shopping centre website. A true omni-channel experience in a shopping centre environment that enables customers to search, call stores for product information, and shop in-store or on-line. This service is available exclusively to Oxford Properties, launching at Square One, Yorkdale, and Scarborough Town Centre, with a select assortment of retailers that will expand over time. [products.shopSQUAREONE.com](http://products.shopSQUAREONE.com)

#### **E-ASY PARKING: INTERACTIVE PARKING MAP MAKES PARKING A CINCH**

An inherent advantage, Square One offers 10 access points in and out of the shopping centre grounds. Launched in 2016, the interactive parking map is the first and only of its kind in Canada, and provides an overview of the best places to park and advises of any on-site detours. Guests simply access the map from the convenience of their phone, choose a preferred lot, and the most direct path to their destination is presented, avoiding congestion, for a smooth arrival. Plan the best route by visiting [shopSQUAREONE.com/parking](http://shopSQUAREONE.com/parking).

## **JINGLE ALL THE WAY-FINDING: APPLE MAPS AND GOOGLE BUSINESS VIEW**

Ask Siri for gift ideas at Square One and let it lead the way! Accurate wayfinding through Apple Maps makes navigating one of Ontario's largest shopping centres effortless: the system follows the user's location *inside* the shopping centre, where standard GPS systems are not able to trace. With a complete and categorized directory of Square One's more than 320 brand-name stores and Yelp integration, users will be able to "browse" through the shopping centre with ease.

For tourists and locals alike, who are looking to plan their route and visualize their journey in advance of the visit, the Google Business View feature will guide through the shopping centre with a panoramic virtual tour.

## **SQ1PODCAST: HOLIDAY EDITION AND SQ1 ON SPOTIFY**

Introduced earlier in 2018, SQ1Podcast to-date featured interviews with world-renowned personalities, including celebrity chef Bobby Flay, global influencer Stephanie Shepherd (former COO of Kim Kardashian Beauty), model and designer Georgia May Jagger and many sought-after Canadian talent. What does a holiday feast look like in chef Bobby Flay's home? What are renowned restaurateur Janet Zuccarini's entertaining tips and Holiday menu ideas? Which three celebrity guests would Canadian entertainment anchor Danielle Graham invite to her family dinner? Listen to the special Holiday edition of SQ1Podcast, live on December 10, to find out!

Also this Holiday season, Square One is redefining "mall music" with a dedicated account on Spotify. Users can tune in to enjoy the ultimate Holiday playlist while shopping!

SQ1Podcast is available on

- ◆ [Apple Podcasts/iTunes](#)
- ◆ [shopSQUAREONE.com](#)
- ◆ [Stitcher](#)
- ◆ [Google Play](#)

[Listen to the SQ1 Holiday Playlist on Spotify](#)

## **WINTER WONDERLAND & PET NIGHT WITH SANTA**

Starting November 16, Santa will arrive at Square One to welcome families and friends into the Holiday spirit. Guests are invited to visit Santa's Enchanted Forest, featuring gorgeous trees, adorned in pops of gold and silver. Santa's helpers will arrive in the form of sharply-dressed nutcrackers to help guests create unforgettable memories this Holiday season. Visitors will have until December 24 to visit Santa, with proceeds from every photo package donated to Autism Ontario's Peel chapter.

Santa will host a special Pet Night on November 18, December 9, and December 16, between 7:30 PM and 9 PM. Visitors are welcome to bring their furry friends\* to pose with Santa for a special keepsake photo.

*\*Pets with paws only*

[shopSQUAREONE.com/santa](#)

## **BLACK THURSDAY AND BLACK FRIDAY**

Kick off your Holiday shopping with a special two-day promotion at Square One. On November 22 and November 23, guests who purchase \$500 or more in Square One gift cards will receive a 10% bonus gift card at any Guest Experience or Concierge booth.

On Black Friday, Square One will welcome guests for extended hours, opening at 8 AM and closing at 10 PM.

For more information on the promotions, a comprehensive list of retailers' Black Friday and ongoing specials, check back frequently on [shopSQUAREONE.com/blackfriday](http://shopSQUAREONE.com/blackfriday).

## **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.

Guests can further enjoy the valet experience with Square One's climate-controlled *lots* of luxury underground parking.

## **SPECIAL HOLIDAY HOURS**

To allow guests extended hours to enjoy holiday shopping, starting November 24 until January 2, Square One will be open Monday to Saturday 9 AM until 10 PM and Sunday 10 AM to 8 PM. The shopping centre will be open on Christmas Eve, December 24, from 8 AM to 6 PM and closed on Christmas Day, December 25. Square One will re-open its doors, extra early at 8 AM, for Boxing Day, December 26, welcoming visitors to enjoy special promotions until 8 PM that evening.

For more details on holiday hours, visit [shopSQUAREONE.com/hours](http://shopSQUAREONE.com/hours).

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## **ABOUT SQUARE ONE**

Proudly managed by Oxford Properties, Square One is distinctively positioned as Canada's cosmopolitan destination for the fashion, entertainment, and epicurean enthusiast, with over 320 merchants, including Holt Renfrew, Tiffany, Reds, Babaton, Simons, Apple, COS, Whole Foods, Crate and Barrel, and Links of London. Square One is owned by Alberta Investment Management Corporation (AIMCo) on behalf of its clients and Oxford Properties Group. Recognized for its dedication to present innovative, fashion-forward experiences, unexpected campaigns, and social media collaborations. Square One is one of Canada's Top Ten most productive shopping centres, and in 2017, became only the second shopping centre in Canada to achieve \$1 billion in annual retail sales.

For details, visit [shopSQUAREONE.com](http://shopSQUAREONE.com).

Follow us on Twitter/Instagram @shopSQUAREONE and at [Facebook.com/SQUAREONE](https://www.facebook.com/SQUAREONE).

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