

SQUARE ONE

For Immediate Release

Square One wins one gold and four silver awards in the 2016 ICSC Canadian Shopping Centre Awards Program

Canada's premier retail properties honoured at the ICSC Canadian Convention

TORONTO, September 23, 2016 – The **International Council of Shopping Centers (ICSC)** has announced the winners of the **2016 Canadian Shopping Centre Awards**, recognizing Canada's most innovative shopping centers for outstanding achievement across marketing, development and design, and retail store design categories. ICSC has named **Square One Shopping Centre, Mississauga** as a **Gold Award winner** in the **Renovations and Expansions category** and as a **Silver Award winner** in the **Grand Opening Expansion and Renovation category**, in the **Multi Channel Marketing category**, in **Public Relations category** and in the **Social Media category**.

"We are honoured to have received such outstanding recognition from the ICSC. The five awards Square One received across five categories are the result of an amazing team's hard work all year long," says Square One Marketing Director, **Toni Holley**. *"We are also very grateful to work with Oxford Properties and AIMCo, whose ongoing support of the shopping centre's development has made this achievement possible."*

More details about the awards:

Luxury, Now in Residence

To create awareness for the Grand Opening of the new Luxury Wing and to increase sales during the final months of the four year redevelopment, Square One planned and executed a multi-channel campaign that featured the visually-stunning *Summer Dreaming* art shoot by renowned photographer David Drebin and model Drena Di Nero. The campaign included high-fashion photography, targeted ad placement, media and influencer relations, social media engagement, and strategic partnerships. Results included 118,525,290 impressions (59,441,247 earned, 57,534,904 paid and 1,549,139 social), with #SQ1SummerDreaming trending on Twitter. Despite construction, retail sales increased more than 30% during the campaign timeframe.

TIFF×SQ1

TIFF×SQ1 earned Maple Leaf Silver for Square One. The multichannel marketing campaign leveraged the glamour of the Toronto International Film Festival to launch its Fall/Winter campaign, strategically showcasing its new luxury wing through traditional and social media, influencer engagement and TIFF activations. In addition, a digital hub was created to share exclusive TIFF footage with shoppers at Square One.

SQ1CONCEPT

Maple Leaf Silver was earned for Square One's SQ1CONCEPT. As a prelude to the centre's Luxury wing grand opening, the stunning pop-up boutique was host to a series of public and media events showcasing the designs, clothing and products of 11 of Canada's top emerging and established designers.

#Centralicious

Square One's partnership with a whimsical fashion illustrator earned Maple Leaf Silver. The #Centralicious campaign featured simple fashion sketches created with various foods coupled with unique daily posts that enticed shoppers to share them for an opportunity to win a \$500 gift card. The campaign resulted in 1.2-million social media impressions and 1,300 direct consumer engagements for the duration of the 10-day campaign.

SQUAREONE

Square One Shopping Centre Expansion

Square One Shopping Centre earned Maple Leaf Gold for its newest expansion phase anchored by iconic retailer, Holt Renfrew. Known as the luxury wing, the reconfigured area houses many high-end retailers, including Harry Rosen, Rolex and Salvatore Ferragamo, and features multilevel underground parking with valet services and a new urban park adjacent to the city's vibrant Celebration Square.

To learn more about the finalists and winners, visit the ICSC Canadian Shopping Centre Awards [website](#).

The 2016 ICSC Canadian Shopping Centre Awards competition was open to shopping centre owners, developers, management companies, architects and designers, and retailers. ICSC announced the winners during an awards ceremony at the ICSC Canadian Convention in Toronto.

All 2016 Gold award recipients receive automatic entry into the 2017 ICSC VIVA Awards, the international program that honors the retail real estate industry's most cutting-edge properties, innovative solutions, and creative responses to market trends. ICSC will announce the victors of the VIVA Awards during RECon 2017 in Las Vegas.

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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, Crate and Barrel, and Whole Foods Market, Square One Shopping Centre is the premier fashion and lifestyle destination in the GTA. Square One is owned by Alberta Investment Management Corporation (AIMCo) on behalf of its clients and Oxford Properties Group. Recognized for its vast selection, dedication to elevated guest services and innovative fashion-forward experiences, Square One's 2.2 million square feet offers a unique shopping experience. Square One is a designated tourist destination and is open on statutory holidays. For details visit shopSQUAREONE.com.

Follow on Twitter/Instagram @shopSQUAREONE and at facebook.com/SQUAREONE.

About ICSC

Founded in 1957, ICSC is the global trade association of the shopping center industry. Its more than 70,000 members in over 100 countries include shopping center owners, developers, managers, investors, retailers, brokers, academics, and public officials. The shopping center industry is essential to economic development and opportunity. They are a significant job creator, driver of GDP, and critical revenue source for the communities they serve through the generation of sales taxes and the payment of property taxes. These taxes fund important municipal services like firefighters, police officers, school services, and infrastructure like roadways and parks. Shopping centers aren't only fiscal engines however; they are integral to the social fabric of their communities by providing a central place to congregate with friends and family, discuss community matters, and participate in and encourage philanthropic endeavors. For more information about ICSC visit www.icsc.org and for the latest news from ICSC and the industry go to www.thecenterofshopping.com.

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