

For immediate release

## **Cure-all retailer opens at Uptown Quirky candy shop “first of its kind in North America”**

Victoria, BC November 24, 2010 ([www.shopuptown.ca](http://www.shopuptown.ca)) With a slogan that promises “You’ll feel better” and a cheerful space filled with bins of colourful sweets, Candy Cures is the newest – and possibly the most unusual – retailer to open at Uptown, the region’s most highly anticipated mixed-use development.

Offering a grown-up spin on the traditional candy store, Candy Cures’ owners John and Sherry Lossing and Brent and Brigitte Laing – all seasoned local entrepreneurs – have introduced a unique candy-as-cure-all concept they say is “the first of its kind in North America.”

Customers can mix and match a large array of bulk candy, filling medicine bottles and first-aid kits and tagging them with a choice of 30 labels – everything from “Colwood Crawl Anxiety Reducer: Consume for as long as it takes” to “For the Monday Morning Blahs: Consume until spirit returns.” The tongue-in-cheek clinical atmosphere continues throughout the store: employees wear pharmacists’ smocks; the back office is known as the “Dispensary;” a prominent poster features a St. Bernard puppy sporting a candy-filled cask; labels list ingredients such as “12% tickles, 6% hugs, 5% blue sky.”

Boosting the happy ambience is a wide selection of retro candy – nostalgia-inducing treats like Thrills Gum, 100 Grand Bars and Pop Rocks – as well as specialty British sweets and a carefully chosen collection of feel-good greeting cards. Candy Cures also offers catering for candy-themed corporate parties and weddings.

“It’s a unique, fun concept and we’ve had nothing but good response,” says Sherry Lossing. The store is the first in what the owners plan to grow into a cross-country franchise.

Other Uptown “firsts” include Vancouver Island’s only BCBGMAXAZRIA and first full “fashion concept” Mexx, the city’s first The Children’s Place, a Walmart with the store’s largest food floor in Canada, a Future Shop with the company’s first musical instrument department in the province, and a Shoppers Drug Mart with the store’s only 24-hour pharmacy and AAA beauty boutique in the region. In its first phase alone, Uptown retailers are expected to inject sales of \$220 million into the local economy.

### **More about Uptown:**

A project of Morguard Investments Limited, Uptown will offer 1.3 million square feet of sophisticated open-air shopping, Class A office space, stylish restaurants and deluxe amenities. The \$350 million project began with site preparation in the summer of 2007. Phase 1, including retailers, commercial tenants and the partially completed Uptown town plaza, continues with openings throughout 2010. Phase 2, a mix of commercial and retail space, is currently underway and will open in 2012. Phase 3, including a possible residential component, is slated for completion in 2013.

Sustainability: As the region’s first mixed-use development designed to LEED (Leadership in Energy and Environmental Design) Neighbourhood Gold standards, Uptown is setting a new bar for sustainable mixed-use development in Canada. Compact, full of greenspace and imminently walkable, Uptown is using only a fraction of the land of a conventional development. Thoughtfully constructed using recycled, locally sourced and low VOC-emitting materials,

Uptown boasts green and high-reflectivity roofs, super-efficient heating and cooling systems and rainwater harvesting systems to minimize environmental impact and maximize resource conservation. Uptown is ideally located at the central hub of Victoria's transit and cycling networks, with connections to the Galloping Goose and Lochside trails.

Tenants: Phase 1 tenants range from specialty boutiques to well-known, big-name stores; from favourite Victoria hot-spots to new-to-the-Island, highly sought-after brands; from major companies' headquarters to upstart firms' workspaces.

Confirmed Uptown tenants as of November 24, 2010:

Now open:

BC Assessment

BCBGMAXAZRIA

Best Buy

Candy Cures

The Children's Place

Consumer Protection BC

Future Shop

Megson FitzPatrick Insurance Services

Melanie Lyne

Mexx & Mexx Kids

Moore's Clothing for Men

Qoola Frozen Yogurt Bar

Salon Felice, An Aveda Concept Salon & Spa

Shoppers Drug Mart

Urban Barn

Walmart

Coming soon:

Cupcakes

Jackpot

Jacob

The Noodle Box

Optiks

Rogers Wireless

SOHO Boutique

Sweet Nancy's

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Morguard Investments Limited is one of Canada's premier real estate investment advisors and management companies representing major institutional and private investors. With more than \$9.2 billion in assets under management, Morguard provides a full range of asset and property management, acquisition, development and leasing services. Morguard's diversified portfolio includes over 40 million square feet of office, industrial, retail, residential and mixed-use properties. Morguard employs more than 950 staff in nine offices across Canada. For additional information, visit [www.morguard.com](http://www.morguard.com).

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