

For immediate release

Schedule of Events:

Tuesday, June 21

11:00 am: Unveiling & ceremonial blessing

Noon to 2:00 pm & 4:00 to 6:00 pm: Community celebration, Town Plaza

Showcase of First Nations art, The Point

Uptown unveils landmark public art installation June 21

Victoria, BC June 20, 2011 (www.shopuptown.ca) Uptown is primed to reveal a landmark work of public art, as Greater Victoria's most noteworthy mixed-use development continues to make its mark on the region. A bronze sculpture and fountain, created by Coast Salish master carver Doug LaFortune for the corner of Blanshard Street and Saanich Road, will be unveiled at 11:00 am on Tuesday, June 21. The unveiling will mark both National Aboriginal Day and the summer solstice, and will be followed by an afternoon of community celebration in Uptown Town Plaza.

"This is a momentous occasion for all of us at Uptown," says Uptown General Manager Roberta Ferguson. "Doug LaFortune has created a meaningful, beautiful piece, and we're so proud to be able to give it a home and to position it in such a key location. As a landmark for the entire region, it will inspire Uptown visitors and passers-by for years to come."

The sculpture – depicting a freestanding heron and two frogs – began with a woodcarving created by LaFortune. From LaFortune's carving, local artist Nathan Scott cast the bronze piece. The finished work exudes a contemporary style rooted in classic Coast Salish design.

Following the 11:00 am public unveiling, LaFortune's big house leader, Toby Joseph, will perform a ceremonial blessing. From noon until 2:00 pm and from 4:00 to 6:00 pm, Uptown's Town Plaza will be alive with free entertainment – everything from stilt walkers and acrobatic ribbon dancers to balloon art, hula lessons and free giveaways. In addition to the daylong celebration, Uptown will present a showcase of First Nations art at The Point, on the development's south side. The showcase will include carving demonstrations by LaFortune; as well, the woodcarving that formed the basis of the new bronze installation will be on display.

About Doug LaFortune:

Master carver Doug LaFortune is among the first of a new generation of artists credited with reviving Salish art. Locally, his totems can be seen in Duncan and at the Butchart Gardens; internationally, his works – including a welcome piece presented to the Queen during the Commonwealth Games – can be found in the US, Japan and Europe. Raised in the Cowichan Valley, LaFortune now lives with his family on the Tsawout Reserve in Saanichton.

More about Uptown:

A project of Morguard Investments Limited, Uptown will offer 860,000 square feet of sophisticated open-air shopping along with Class A office space, stylish restaurants and deluxe

amenities. The mixed-use urban neighbourhood project began with site preparation in the summer of 2007. Phase 1, including retailers and commercial tenants, continues with openings throughout 2011. Phase 2, including additional retail and commercial space, is currently underway and will open in the summer of 2012. Phase 3, including a possible residential component, is now in the planning stage.

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 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.

Confirmed Uptown tenants as of June 20, 2011:

Phase 1 Uptown 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. In its first phase alone, Uptown retailers are expected to inject sales of \$220 million into the local economy.

Now open:

BC Assessment
BCBGMAXAZRIA
Best Buy
Candy Cures
The Children's Place
Consumer Protection BC
Cupcakes
Future Shop
Jackpot
Jacob
Megson FitzPatrick Insurance Services
Melanie Lyne
Mexx & Mexx Kids
Moores Clothing for Men
Mynx
Optiks International
Qoola Frozen Yogurt Bar
Rogers Wireless
Salon Felice, An Aveda Concept Salon & Spa
Shoppers Drug Mart
Sweet Nancy's
Urban Barn
Walmart

Coming soon:

The Noodle Box
Starbucks

About Morguard Investments Limited:

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.

Online information:

On our website: www.shopuptown.ca

On Facebook: www.facebook.com/pages/Uptown/348599204623

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