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**UPTOWN WINS MARKETING AWARD  
IN CANADIAN SHOPPING CENTRE COMPETITION**

**NEW YORK, October 21, 2011**– The International Council of Shopping Centers (ICSC) in keeping with its long standing tradition of recognizing and honoring the shopping centre industry’s most cutting-edge, innovative solutions, and creative responses to market trends, as well as outstanding examples of retail store design has announced its winners for the 2011 Canadian Shopping Centre Global Awards program. As part of this exclusive shopping centre awards competition, ICSC is pleased to announce that Uptown, Victoria, British Columbia, has been named a 2011 Maple Leaf Silver Award winner in this annual awards competition.

Uptown won its silver award in the Public Relations category which recognizes a planned public relations program or initiative intended to primarily benefit the commercial interests of a shopping centre or company, for its “Breaking Ground/Breaking News” event. Though Uptown, a brand-new mixed-use urban development, began its construction in 2001, it opened in three staggering phases. As a result, Uptown needed to create impactful awareness to engage customers and keep the development top of mind. The centre capitalized on this through a media outreach program which provided media outlets quick and easy access to the property, as well as retailers. In addition, the centre gave reporters personalized tours to drive interest and coverage.

Professional recognition for this campaign was given to Kristina Lowes, marketing director, Uptown; Roberta Ferguson, general manager, Uptown; Geoff Nagle, development Western Canada, Morguard Investments; Margaret Knowles, vice president development, Morguard Investments; and Cindy Papa, president, Mingle Marketing.

Uptown is owned by Ravine Equities Inc., and managed by Morguard Investments Ltd.

ICSC announced the winners of the 2011 Canadian Shopping Centre Awards during a ceremony at ICSC’s Canadian Convention in Toronto, Ontario. In addition, all 2011 Maple Leaf Gold Award winners are automatically entered to win ICSC’s Best-of-the-Best VIVA Award. The ICSC Best-of-the-Best VIVA Awards, which recognize the shopping centre industry’s most cutting-edge properties, innovative solutions and creative responses to market trends, throughout the world, will be presented during ICSC’s annual convention, RECon, May 20-23, 2012 in Las Vegas, Nev.

The 2011 Canadian Shopping Centre Awards are designed to recognize outstanding achievement in marketing, design and development of retail properties and retail store design and was open to shopping centre owners, developers, management companies, architects and designers, and retailers. Awards were given to shopping centres that are less than 150,000 square feet of total retail space; between 150,001 and 400,000 sq. ft. of total retail space; between 400,001 and 750,000 sq. ft. of total retail space; between 750,001 and 1,000,000 sq. ft. of total retail space; more than 1,000,000 sq. ft. of total retail space; a company/corporate initiative, joint centre effort; and mixed use project. For complete details on this and the other winners, visit ICSC's global awards web gallery at [www.icsc.org/canadianawards](http://www.icsc.org/canadianawards).

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 55,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world. For more information, visit [www.icsc.org](http://www.icsc.org).

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