

# SCARBOROUGH TOWN CENTRE

## LISTING

### CELEBRATE THE YEAR OF THE RAM AT SCARBOROUGH TOWN CENTRE *LUNAR NEW YEAR CELEBRATIONS from February 13 – March 1, 2015*

TORONTO – Scarborough Town Centre (STC) invites the GTA community to welcome in the **Year of the Ram** this **Lunar New Year** in **Centre Court** with a 16-day, inclusive celebration beginning on **Friday, February 13** until **Sunday, March 1**. A myriad of people from different cultures, including Chinese, Korean, Japanese, Vietnamese, Taiwanese and Tibetan, celebrate this special holiday.

To engage and educate the community, **STC** is setting up a giant digital screen in Centre Court which will feature beautiful and colourful imagery and facts representing the countries celebrating the Lunar New Year. Guests can stand in front of the screen to take photos holding a pre-made sign or write their own special messages of happiness, luck and fortune to share on social media.



**Friday, February 13 – Sunday, March 1:** Everyone who takes a photo and posts to their Twitter/Instagram, follows @shopSTC and tags #STCShareHappiness will be entered to win \$1,000 STC Gift Cards, and also receive a *Lei Si* ('Lucky Money') red envelope.

**Saturday, February 14 only, beginning at 10 a.m.:** Everyone who posts a photo will receive a special Valentine's Day treat from Godiva Chocolates, along with their *Lei Si*.

**Thursday, February 19 (Lunar New Year's Day) only, beginning at 10 a.m.:** First 100 people to post will receive \$25 in STC Gift Cards, along with their *Lei Si*.

**Don't forget:** Red is a popular colour during Lunar New Year, symbolizing a bright, lucky and joyful future. Happy Lunar New Year!

**Scarborough Town Centre** is located at Hwy 401, between Brimley Road and McCowan Road. The Centre is managed by Oxford Properties Group and owned by AIMCo and Omers Realty. For more information, please visit [www.scarboroughtowncentre.com](http://www.scarboroughtowncentre.com).

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