



For Immediate Release

Tuesday, November 15, 2016

Spread Joy this Holiday Season at Scarborough Town Centre

Scarborough Town Centre offers one-of-a-kind experiences to make this year's holiday shopping memorable

The holidays are here, and whether you're celebrating the season in style with the hottest fashions, searching for the perfect gifts or making lifetime memories with cherished Santa photos, Scarborough Town Centre (STC) is the ultimate destination for all of your festive needs!

"With the excitement of the holidays, it's easy to lose sight of what's important—spending time with loved ones," says Robert Horst, General Manager, Scarborough Town Centre, Oxford Properties Group. "We want to spread joy with our shoppers this season by offering all of their holiday essentials under one roof and creating fun, memorable activities the whole family can enjoy."

STC is spreading joy with a variety of exciting activities sure to make your holiday shopping experience unforgettable. In addition to the more than 250 shops and services and a rejuvenated TASTE MRKT offering the ultimate in culinary choice, convenience and cultural diversity, STC is also introducing the new HOLIDAY MRKT – a unique, interactive destination where shoppers can relax, complete last-minute holiday to-dos, purchase unique gifting items, capture fun photos and experience a virtual reality sleigh ride. "We're confident our shoppers will check off everything on their list at STC, allowing more time to make lasting memories with those who matter most," says Horst.

Celebrate the Holidays with Scarborough Town Centre

So much more than a premium retail destination, STC offers one-of-a-kind holiday experiences that celebrate the spirit of the season.

HOLIDAY MRKT

November 12 to December 24

Visit STC's new HOLIDAY MRKT where sleigh bells are ringing and holiday spirit is in the air. Located on the upper level near Zara, HOLIDAY MRKT features a custom-designed, one-minute virtual reality sleigh ride. Shoppers can step into Santa's shoes and experience a thrilling, snow-filled holiday adventure as he travels from the North Pole to STC's Planet Santa.



While visiting HOLIDAY MRKT, shoppers can indulge in delicious hand-made Baklava and chocolate creations from Meli Baklava, purchase personalized ornaments from SantaVille and

.../more

enjoy complimentary coat/parcel check. Gift-wrapping services are also available, with 100 per cent of proceeds benefitting Epilepsy Toronto.

STC is also offering shoppers an interactive Selfie Station featuring fun props and backdrops to help everyone spread holiday cheer. Now until December 31, guests can snap and post photos using the #HOLIDAYMRKT hashtag for their chance to win a \$500 STC gift card! Visit www.ScarboroughTownCentre.com for official contest rules and regulations.

Planet Santa

November 12 to December 24

Renowned as the largest, most festive Santa display in the GTA, STC's Planet Santa is the ultimate place to let children's imagination shine and capture must-have Santa photos. This year's display features:

- Beautiful Snow Princess, available for photo opportunities
- 55,200 mini lights
- 2,280 ornaments
- 1,116 stars on the light lines
- Inflatable balloons hand-painted over gold lamé
- 18 holiday trees, with two at 18 feet high
- Air conditioning unit to keep Santa cool
- More than 60,000 visitors in just six weeks!



Every Sunday throughout November, shoppers are encouraged to bring their pets for the ultimate Santa pet photos, the *purrfect* holiday keepsake.

To help ensure every family has a positive holiday experience, STC is working with Autism Ontario to arrange private Planet Santa appointments for families with autistic children. Appointments can be booked through STC Guest Services and are available on November 13, 20 and 27, from 9 am to 10:30 am.

Visit www.ScarboroughTownCentre.com or call STC Guest Services at 416-296-0296 for complete Planet Santa details.

SWEET MRKT

Sweet teeth rejoice! STC is thrilled to unveil its first multibranded pop-up retail concept— SWEET MRKT, featuring three unique retailers: Sweet Jesus, Love Me Sweet and Squish Candies. Whether you're looking for a delightful cold treat, craving Japanese-style cheesecake or want to indulge in gourmet gummies, SWEET MRKT is the perfect place to enjoy delectable treats and find unique gifts for the sweet-lover on your list.



Remix the Dog's Top Gifts for "Hoomans"

Finding the perfect gift for everyone on your list can be difficult. That's why Scarborough Town Centre has teamed up with Remix the Dog to create inspiring gift-giving ideas for everyone's wish list. Known for his savvy style, this fashion-forward, in-the-know miniature schnauzer has got his paw on all that's hot this season. Visit www.ScarboroughTownCentre.com for Remix's list of the top gifts for "hoomans".



Spread Joy for Families in Need

The holidays are a time to come together and help families in need. Scarborough Town Centre is proud to partner with CTV Toy Mountain and the Salvation Army to build a mountain of toys and help ensure every child receives a special gift this holiday season. Until December 24 at 9 am, visit Scarborough Town Centre's toy bin, located on the lower level near Planet Santa, and donate a new, unwrapped gift to benefit Toy Mountain.

On Monday, December 5, from 6 pm to 7 pm, join Tom Brown and the Toy Mountain crew at STC as they collect toys for children in need.

Visit <http://www.salvationarmy.ca/ontariocentraleast/toy-mountain/> for more information about Toy Mountain and to learn how you can get involved.

Win with STC on Black Friday

Friday, November 25

STC is spreading more cheer on Black Friday with the ultimate customer giveaway! When shoppers check in at STC's new HOLIDAY MRKT, they will be entered for a chance to win one of 14 Apple Watches Series 2, great for self-gifting or for that special someone on your list. STC will give away one Apple Watch every hour from 8 am to 10 pm, offering more opportunities to win on Black Friday! Please visit www.ScarboroughTownCentre.com for official rules and regulations.



Extended Holiday Shopping Hours

Extended shopping hours begin Thursday, December 1:

Monday to Saturday: 9 am – 10 pm
Sunday: 10 am – 8 pm

Holiday Hours:

Black Friday	Friday, November 25	8 am – 10 pm
Christmas Eve	Saturday, December 24	8 am – 6 pm
Christmas Day	Sunday, December 25	CLOSED

Boxing Day	Monday, December 26	8 am – 9 pm
Extended Boxing Week	December 27–30	9 am – 9 pm
New Year's Eve	Saturday, December 31	10 am – 6 pm
New Year's Day	Sunday, January 1, 2017	CLOSED

About Scarborough Town Centre

Scarborough Town Centre (STC) is the largest regional shopping centre on the eastern edge of the Greater Toronto Area, with 1.6 million square feet of retail space. Located at Hwy 401, between Brimley Road and McCowan Road, STC is open Monday to Friday, 10 am to 9 pm; Saturday 9:30 am to 9 pm; and Sunday 11 am to 7 pm. STC is managed by Oxford Properties Group and owned by AIMCo and OMERS Realty. Visit www.scarboroughtowncentre.com for more information.

-30-

For more information, or to arrange an interview with Robert Horst, General Manager, Scarborough Town Centre, Oxford Properties Group, please contact:
Elizabeth Krock, Strategic Objectives: 416-366-7735 X255;
elizabeth.krock@strategicobjectives.com