

SCARBOROUGH TOWN CENTRE  
**FORTY AND  
FABULOUS**

**FOR IMMEDIATE RELEASE**

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**FORTY AND FABULOUS: SCARBOROUGH TOWN CENTRE CELEBRATES 40<sup>TH</sup> ANNIVERSARY**  
*Groovy 70s Themed Celebration on **Saturday, May 4, 2013***

**TORONTO, ON (April 26, 2013):** Like many of the GTA's major shopping centres built in the seventies, **Scarborough Town Centre (STC)** is celebrating its **40<sup>th</sup> anniversary**. With a **grand 70s inspired celebration on May 4 in Centre Court** from **11 a.m. – 7 p.m.** and year-long anniversary-related promotions, **STC** is showing how far it's come since 1973.

When it opened four decades ago, STC had approximately 130 stores with 2 major anchors, Eaton's and Simpson's. Today, it has expanded to over 250 stores and services, growing into one of the GTA's top "A" shopping centres. The centre is fondly remembered as the local hangout and meeting place and, despite Scarborough's growth, STC remains the *heart of the community*.

"We are so excited to be celebrating forty years of being Scarborough's retail and community hub," says **Kathy Meyers, general manager, Scarborough Town Centre**. "It's wonderful reminiscing about the last forty years, but we are more delighted with the present STC and looking into the future."

Staying fresh and relevant is always a priority for STC. With a 62-million dollar renovation in 2010, addition of new well-known retail brands, and annual cultural celebrations such as **Chinese New Year** and **Scarborough Walk of Fame** ceremonies, year after year STC demonstrates its dedication to fashion and the community.

"We want this year at STC to be a celebration of being 'Forty and Fabulous'. Forty is the age when people are comfortable and confident," says **Jai Lee, marketing director**. "And we feel that Scarborough Town Centre is getting better and better."

In addition to the May 4 anniversary party, STC has a variety of events and promotions planned to mark the momentous milestone including: **The STC Wall of Memories**, a collection of images including 40 archival photographs to bring back memories of consumers' time spent at STC with family and friends; **STC Trivia Contest** where contestants' knowledge of STC is put to the test for the chance to win STC gift cards; and **Lip dub video** made by STC staff and community members to the song "**If I had a million dollars**" by Scarborough's very own **Barenaked Ladies** (view the video here: <http://bit.ly/Z0JaTj>). STC has also created a memories video that takes the community through a time warp back to the 70s showing what life and Scarborough Town Centre was like in the 70s (view the video here: <http://bit.ly/11JFsev>).

More...

**MAY 4 ANNIVERSARY CELEBRATION:**

STC is inviting the community, tenants and guests to “**Party like it’s 1973**” with a **Boogie Down** disco extravaganza on **May 4** beginning at **11 a.m.** Events include:

- 40 free retail prize giveaways on the hour every hour from 11 am to 7 pm
- 40 free pairs of Argos tickets to the Argos Games
- Free photo with the Grey Cup won last year by the Argos
- Meet the Argos Cheerleaders till 2 p.m.
- Chance to WIN a free 2-year lease on a 2013 Ford Mustang from Eastcourt Ford Lincoln
- Free photo with the 1973 vintage Ford Mustang
- Free Forty & Funky green screen 40<sup>th</sup> commemorative photo
- Free birthday cupcakes from Cupcake a la Carte
- Learn how to *Do the Hustle* with 70s Go Go Dancers
- Musical performances by the Scarborough EAST Arts Collective

**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).