

SCARBOROUGH

TOWN CENTRE

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SCARBOROUGH TOWN CENTRE: BLACK FRIDAY SALES OF BOXING DAY PROPORTIONS

November 22, 2013 - Toronto, ON: Finding the perfect holiday gift has never been easier according to **Scarborough Town Centre (STC)**. After record-breaking **Black Friday** gift card sales last year, **STC** is once again offering the same deal to bring in the crowds: a free \$10 STC gift card for every \$100 gift card purchased. With the increasing expectation of Canadian shopping centres to match the grandeur of the American event, STC and its retailers are rising to the challenge. **Black Friday** at STC is quickly becoming comparable to **Boxing Day** in terms of sales and traffic, and it comes with the added advantage of buying a month before Christmas.

According to **marketing director, Jai Lee**, last year's gift card bonus was the incentive for consumers who planned to use the gift cards to buy Christmas gifts or to give as presents. This year, even more stores are participating with Black Friday in-store promotions, 'no tax' deals, and sales up to 70% off including **Town Shoes, GAP, Aritzia, H&M, Danier, and Old Navy**. Click [here](#) for full list. The centre is opening two hours earlier, at 8 a.m., with some individual stores opening at 7 a.m.

"Last year, because of our Black Friday gift card bonus, we saw a sharp rise in sales and we expect this season to be the same. Gift cards are great for either Christmas gift buying or to give as gifts in themselves," says **Lee**. "They also make great stocking stuffers, are fantastic for fussy teens, or as small tokens of appreciation for teachers, hairdressers, and others." After the one-time \$1.50 service charge, there are no monthly service fees, no expiry date, and balances can be checked online. The denominations range from \$10 - \$500.

The season isn't only about sales and gifts at **Scarborough Town Centre** – it's also about helping those in need and spreading holiday cheer. Beginning November 28, customers can bring a new, unwrapped toy to **STC** for **Toy Mountain**, benefiting the **Salvation Army**. Additionally, all proceeds from the gift wrap station will be donated to **Epilepsy Toronto**. A new program this year, **Santa's Special Visit**, is a national program that addresses a community challenge to create more inclusive environments for children and families affected by autism, allowing them to participate in a widely celebrated holiday tradition. In collaboration with **Autism Ontario**, on November 24, STC will offer exclusive time with Santa from **9:30 - 10:45 a.m.** and are offering a 50% discount on all photos with Santa. Space is limited and must be pre-booked with **Autism Ontario**.

Customers can take a break from shopping at STC to enjoy **Planet Santa**, a photo station with a larger-than-life assortment of story-like snow globes that artfully showcase how Santa prepares for his magical trip around the world. For more information on photos with Santa (including Pet Photos), please visit www.scarboroughtowncentre.com.

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Extended holiday hours begin December 1, 2012. Scarborough Town Centre will be open Monday to Saturday from 9:30a.m. to 9:30p.m. and Sunday from 10a.m. to 8p.m.

Holiday Hours:

- Christmas Eve, December 24, 8:30a.m. to 6p.m.
- Boxing Day, December 26, 8a.m. to 8p.m.
- Extended Boxing Week, December 27 – 30, 9a.m. to 9p.m.
- New Years Eve, December 31, 10a.m. to 5p.m.
- CLOSED: Christmas Day (December 25) and New Years Day (January 1)

About Scarborough Town Centre: As an inviting community meeting place with remarkable aesthetics, Scarborough Town Centre is the largest shopping centre in Toronto's east end, located at Highway 401 between Brimley Road and McCowan Road. As the go-to fashion destination east of the GTA, STC is home to 250 stores, three anchor retailers and nine restaurants, all within 1.4 million square feet of retail space. Scarborough Town Centre is managed by Oxford Properties Group and owned by AIMCo and Omers Realty.