

# SCARBOROUGH --- TOWN CENTRE

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## SCARBOROUGH TOWN CENTRE ACHIEVES MAJOR SALES MILESTONE *Mall proving a dominant presence locally and nationally*

TORONTO, May 4, 2015: **Scarborough Town Centre (STC)** recently achieved a celebratory milestone: the largest enclosed shopping centre east of the GTA has hit the **\$700 in sales per-square-foot (PSF) mark**. This success earns **STC** a spot as one of the top performers of all Canadian shopping centres, and **STC** continues on its way to becoming one of the top five performing super regional centres in the GTA. As brand keeper and storyteller of quality, the \$700 in sales PSF figure has confirmed **STC's** position as a top-tier player in the GTA, *the* fashion-forward destination in the East, and industry leader across Canada.

**STC** has enjoyed many achievements over its 42-year history. And the last six years have seen a swift and significant rise in sales. Since its \$62-million renovation in 2010, **STC** has successfully repositioned itself as *the* premier fashion destination to rapidly expanding Scarborough and neighbouring communities.

The addition of premium retailers, such as **Aritzia**, **Victoria's Secret**, **Forever 21**, and **lululemon athletica**, has attracted a new segment of fashion-minded shoppers. Increasing evidence of the mall's upward mobility drew the attention of leasing teams, and many top-performing stores like **Michael Kors**, **Calvin Klein** and **Marciano** were added over the last two years. New stores to be added to the retail mix this year include **Vince Camuto**, **Gerry Weber**, **Thomas Sabo**, and **Geox**. Undoubtedly, the next few years will bring even more of the luxe brands and quality tenants that **STC** shoppers desire.

"All of our efforts are geared toward realizing **Oxford Properties Group's** world-class vision and mission to be a dominant and competitive force in the GTA and beyond. By providing premier fashion, food and lifestyle offerings, we have positioned **Scarborough Town Centre** as an integrated urban destination that appeals to the community," says **STC General Manager, Robert Horst**. "We have even expanded our reach beyond the Scarborough borders, attracting more than 32% of our customers from outside our primary trade area."

In order to achieve this success and expand its reach, **STC** employed a number of strategic and integrated marketing, social media, digital, advertising and public relations campaigns. **STC** embraced social media outreach, mobile applications and new digital technologies, including 16 large digital directories and five giant video walls, as ways to connect with more visitors on a daily basis and appeal to the technologically savvy consumers.

The continued growth of the city of Scarborough has allowed **STC** to continue to build strong, long-lasting relationships with local organizations and institutions, including **The Scarborough Hospital Foundation** and **Centennial College**. Large-scale events like **Lunar New Year**, **Planet Santa**, and the **Scarborough Walk of Fame** showcase the shopping centre's commitment to the community. As many residents shop, work, meet, and celebrate at **STC**, investment in the community is integral to its continued success and bright future.

More...

**About Scarborough Town Centre**

An inviting community hub with remarkable esthetics and a dynamic retail mix, **Scarborough Town Centre (STC)** is the largest shopping centre east of Toronto. 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 offers 250 stores and services, three anchor retailers and nine restaurants. [www.scarboroughtowncentre.com](http://www.scarboroughtowncentre.com)

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