

# SCARBOROUGH TOWN CENTRE

## PRESS RELEASE

August 31, 2010

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### **CELEBRATE EVERYTHING SCARBOROUGH AND LIVE IT UP!**

#### ***FROM FAMILY PICNICS AT THOMSON MEMORIAL PARK TO MIDNIGHT JOHNNY'S HAMBURGER RUNS, SCARBOROUGH TOWN CENTRE SEARCHES FOR THE BEST PERSONAL STORY ABOUT SCARBOROUGH***

TORONTO - What do comedian Colin Mochrie, actress Debra McGrath, Scarborough Councillor Glenn De Baeremaeker and Toronto FC captain Dwayne De Rosario all have in common? They are all proud Scarborough natives, inviting everyone – from past and present Scarborough residents to those who work in or have visited the community – to share their most heartfelt, creative stories online about Scarborough or **Scarborough Town Centre (STC)**. To celebrate the end of its \$62-million, two-year-long transformation renovation, STC launches its exciting **LIVE IT UP contest** on **September 1** running until **September 30** with a **grand prize of \$5,000** in Gold Certificates from STC.

"This is a perfect opportunity for those with Scarborough roots to come together and show their love for this vibrant community they've called home at some point in their lives," said **Jai Lee, marketing director, Scarborough Town Centre**. "I love Scarborough because I have wonderful memories of taking long walks at the Bluffs with my daughter and watching her laugh and chase the seagulls. Scarborough Town Centre also holds a special place in my heart because every Christmas – for five years in a row - it's been our tradition to get my daughter's picture taken at the Santa Castle."

Via a one-minute video, that can be recorded and uploaded online in two easy steps at [www.scarboroughtowncentre.com](http://www.scarboroughtowncentre.com), people can share special stories, thoughts and memories about the community itself and/or Scarborough Town Centre – such as a crazy prom after party at the Bluffs, hearing Terry Fox's inspirational speech at the Scarborough Civic Centre or how a Scarborough neighbourhood was a refreshing home away from home – complete with authentic eateries. For those without a webcam, a **LIVE IT UP kiosk** will be at STC from **September 17 to 26**, located on the upper level, by the Gap. Participants will automatically be entered to win one of 10 \$100 Scarborough Town Centre Gold Certificates for their featured submission. Looking for inspiration? STC's **LIVE IT UP** website will have sample videos to view by such notable Scarborough celebrities as Shelley-Ann Brown, silver-medalist in women's bobsleigh at the 2010 Vancouver Winter Olympics.

"I love Scarborough because it gave me life-long friends. It is a community of such incredible spirit," said Debra McGrath, Canadian actress and comedian.

The Top 10 videos will be chosen by a panel of Scarborough judges and posted online from **October 15 to 31** for the public to vote and determine the winner. Those who vote will be automatically entered to win one of 10 \$50 Scarborough Town Centre Gold Certificates. The grand prize winner will receive **\$5,000 in Scarborough Town Centre Gold Certificates** and **have his/her video featured at STC's Grand Reveal Celebration on November 17, 2010.**

Visit [www.scarboroughtowncentre.com](http://www.scarboroughtowncentre.com) to enter and let everyone know why Scarborough or Scarborough Town Centre is front and centre for creating some fabulous, life-long memories.

Scarborough Town Centre – with more than 240 stores and services – is *Freshening Up* to better serve the City of Scarborough. Located at Highway 401 between Brimley Road and McCowan Road, the centre's hours are Monday to Friday 10 am to 9 pm; Saturday 9:30 am to 7 pm; Sunday 11 am to 6 pm. Scarborough Town Centre is managed by Oxford Properties Group and owned by AIMCo and Omers Realty. Visit [www.scarboroughtowncentre.com](http://www.scarboroughtowncentre.com) for more details.