



FOR IMMEDIATE RELEASE

August 28, 2017

**GET SCHOOLED ON THE LATEST ATHLEISURE FOOTWEAR TRENDS
FOR BACK-TO-SCHOOL AT SCARBOROUGH TOWN CENTRE**

Jump into action at **Sole Academy**, a pop-up shoe display available at Scarborough Town Centre (STC) from **August 31 to September 14**. Just in time for Back-to-School, STC's largest public space – centre court – will offer the latest in athleisure footwear from Adidas, House of Hoops, Champs, FlyZone by Kid's Footlocker, and At Eaze.

Featuring 40 pairs of much-coveted kicks, from an Air Jordan Retro DMP pack to a pair of Adidas Ultra Boost, Sole Academy is the latest collaboration between STC and Toronto artists, Kastor & Pollux. Available for a limited-time, this showcase will include four classrooms, displaying the latest styles for all sneakerheads in East Toronto.



Media invitation: A special private media event will be held on **Friday, September, from 11 am to 1 pm**, featuring workshops, a live DJ, and food samplings from STC's popular TASTE MRKT.

Win 1 of 8 pairs of hype shoes: Shoppers will have the chance to share their best sneaker style to win a total of eight pairs of noteworthy shoes. Participants must share a photo of their sneaker style at Sole Academy, follow us @shopSTC and tag #STCGetSchooled to win a free Air Jordan Retro DMP Pack, Adidas Ultra Boost and more!

About Scarborough Town Centre

Scarborough Town Centre is the largest shopping centre in Toronto's diverse and thriving east end, with more than 22 million annual shoppers. Totalling more than 1.6 million square feet, STC boasts 250 retail stores, including fashion leaders Zara, Brown's, Michael Kors, Sephora, Victoria's Secret, Aritzia, lululemon and H&M. The expansion of flagship stores Aritzia, H&M and Sephora will be revealed by December 2017. STC visitors enjoy an impressive entertainment complex and theatre, and a recently unveiled \$37-million food court.

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 Group and owned by AIMCo and OMERS Realty.

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