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Pickering Town Centre Wins National Community Service Marketing Award

Pickering, ON – September 28, 2007 – Pickering Town Centre today announced their recent success in the 2007 ICSC Canadian Shopping Centre Awards. The centre was awarded a coveted first place Maple Leaf award for its *Be Seen Be Green* community project.

In May 2007, with support from the City of Pickering and Durham Sustain Ability, Pickering Town Centre launched the centre's *Be Seen Be Green* initiative at Sustainable Pickering Day. The centre invited the first 500 shoppers to bring in 25 or more plastic shopping bags in exchange for a Pickering Town Centre *Be Seen Be Green* reusable canvas shopping bag. In just one day, the centre collected over 17,000 plastic bags for recycling that otherwise may have ended up in a landfill.

The 2007 Maple Leaf winners were announced and honoured for their achievements at a special event held at the Metro Toronto Convention Centre on Wednesday, September 26th. Established in 1984, the awards recognize the hard work, accomplishment and excellence in the Canadian Shopping Centre Industry.

"We are delighted to receive such an esteemed industry award", said Lorna Murphy, Marketing Director at Pickering Town Centre. "We are even more delighted with the great success of this initiative within our community. We know our customers are committed to living greener lives and want alternatives to using plastic bags when shopping."

As an added incentive, the centre is encouraging shoppers to continue to use the canvas bags by offering weekly prizes for customers spotted shopping at the mall with their *Be Seen Be Green* bags. Prizes are awarded each week until the end of the year. This ongoing program includes three new bag designs created by local children and teens. The new reusable shopping bags, featuring the winners' artwork are available for purchase at the centre, with proceeds from the bag sales benefiting local environmental initiatives.

Pickering Town Centre's *Be Seen Be Green* project has also been nominated in the International Council of Shopping Centre's global MAXI Awards Program and in the Recycling Council of Ontario's Waste Minimization Awards, both taking place in October 2007.

Pickering Town Centre is a one million square foot shopping centre located at Kingston and Liverpool Roads in Pickering, Ontario and is owned by the Ontario Pension Board and managed by 20 VIC Management Inc. The shopping centre currently offers over 200 stores and services under one roof including The Bay, Sears, Famous Players, Zellers. Pickering Town Centre's website can be found at www.pickeringtowncentre.com.

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