



2009 CANADIAN SHOPPING CENTRE AWARDS FINALISTS

MARKETING CATEGORY

Advertising

<u>Classification</u>	<u>Entry Title</u>	<u>Shopping Centre</u>	<u>Management Company</u>
Centres less than 150,000 sq. ft.	Bankers Hall - Where the Experts Are	Bankers Hall Calgary, Alberta	Brookfield Properties Corporation
Centres between 150,001 and 400,000 sq. ft.	Fits your style.	Cloverdale Mall Etobicoke, Ontario	Bentall LP
Centres between 150,001 and 400,000 sq. ft.	Have you seen Gerrard lately?	Gerrard Square Toronto, Ontario	Davpart Inc
Centres between 150,001 and 400,000 sq. ft.	Flower Power - An Easter Advertising Campaign	Village Green Mall Vernon, British Columbia	Bentall LP
Centres of 400,001 and 750,000 sq. ft.	'BRAND NAME BARGAINS TO BRAG ABOUT'	Dixie Outlet Mall Mississauga, Ontario	Ivanhoe Cambridge
Centres of 400,001 and 750,000 sq. ft.	A Georgian Mall Fashion Moment	Georgian Mall Barrie, Ontario	The Cadillac Fairview Corporation Limited

Advertising (continued)

<u>Classification</u>	<u>Entry Title</u>	<u>Shopping Centre</u>	<u>Management Company</u>
Centres of 400,001 and 750,000 sq. ft.	Fresh-er-vention	Orchard Park Shopping Centre Kelowna, British Columbia	Oxford Properties Group
Centres of 400,001 and 750,000 sq. ft.	PROMENADE ASKS.... WHAT'S YOUR STYLE?	Promenade Shopping Centre Thornhill, Ontario	The Cadillac Fairview Corporation Limited
Centres between 750,001 and 1,000,000 sq. ft.	Fairview Friends	Fairview Mall Toronto, Ontario	The Cadillac Fairview Corporation Limited
Centres between 750,001 and 1,000,000 sq. ft.	Sherway Gardens... Life Less Ordinary	Sherway Gardens Toronto, Ontario	The Cadillac Fairview Corporation Limited
Centres between 750,001 and 1,000,000 sq. ft.	Two Unique-to-Market Retailers Open at Southcentre	Southcentre Calgary, Alberta	Ivanhoe Cambridge
Centres between 750,001 and 1,000,000 sq. ft.	What Will You Change Into?	UPPER CANADA MALL Newmarket, Ontario	Ivanhoe Cambridge
Centres more than 1,000,001 sq. ft.	50 Years of Great Shopping	Niagara Pen Centre St. Catharines, Ontario	20 VIC Management, Inc.
Centres more than 1,000,001 sq. ft.	BE THE ONE	Square One Shopping Centre Mississauga, Ontario	Oxford Properties Group
Centres more than 1,000,001 sq. ft.	WHAT'S NEW AT VAUGHAN MILLS?	Vaughan Mills Vaughan, Ontario	Ivanhoe Cambridge

Business to Business

<u>Classification</u>	<u>Entry Title</u>	<u>Shopping Centre</u>	<u>Management Company</u>
Corporate/Company	The New CF Retail Portal: Opening Doors for Sales		The Cadillac Fairview Corporation Limited

Category Integration

<u>Classification</u>	<u>Entry Title</u>	<u>Shopping Centre</u>	<u>Management Company</u>
Centres more than 1,000,001 sq. ft.	LIGHTEN UP Turn On A New Look	Scarborough Town Centre Scarborough, Ontario	Oxford Properties Group
Centres more than 1,000,001 sq. ft.	BE THE ONE	Square One shopping Centre Mississauga, Ontario	Oxford Properties Group
Mixed-Use	Life In The City Starts Here.	Citi Plaza London, Ontario	Arcturus Realty Corporation

Community Relations

<u>Classification</u>	<u>Entry Title</u>	<u>Shopping Centre</u>	<u>Management Company</u>
Centres between 150,001 and 400,000 sq. ft.	St-Alphonse Church Centennial Events	Carrefour Frontenac Thetford Mines, Québec	Ivanhoe Cambridge
Centres between 150,001 and 400,000 sq. ft.	Ready.Set.Kids.	Tamarack Centre Cranbrook, British Columbia	Bentall LP
Centres between 150,001 and 400,000 sq. ft.	How Green is Your School?	Windsor Crossing LaSalle, Ontario	Bentall LP
Centres of 400,001 and 750,000 sq. ft.	Dufferin Diamonds	Dufferin Mall Toronto, Ontario	Oxford Properties Group
Centres of 400,001 and 750,000 sq. ft.	Habitat for Humanity Victoria Birdhouse Build	Hillside Centre Victoria, British Columbia	20 VIC Management Inc.

Community Relations (continued)

<u>Classification</u>	<u>Entry Title</u>	<u>Shopping Centre</u>	<u>Management Company</u>
Centres of 400,001 and 750,000 sq. ft.	Trois-Rivières: 375 years of people	Les Rivières Shopping centre Trois-Rivières, Québec	Ivanhoe Cambridge
Centres of 400,001 and 750,000 sq. ft.	Quinte Mall Strikes Gold with the United Way of Quinte	Quinte Mall Belleville, Ontario	Ivanhoe Cambridge
Centres of 400,001 and 750,000 sq. ft.	A Passion for Trashion	Willowbrook Shopping Centre Langley, British Columbia	Bentall LP
Centres of 400,001 and 750,000 sq. ft.	'Load the Lockers'	Woodgrove Centre Nanaimo, British Columbia	Ivanhoe Cambridge
Centres between 750,001 and 1,000,000 sq. ft.	STRUT - Evening of Spring Fashion for a Cause	Coquitlam Centre Coquitlam, British Columbia	Morguard Investments Limited
Centres between 750,001 and 1,000,000 sq. ft.	Lime Ridge Student Challenge	Lime Ridge Hamilton, Ontario	The Cadillac Fairview Corporation Limited
Centres between 750,001 and 1,000,000 sq. ft.	Building Hope	Southcentre Calgary, Alberta	Ivanhoe Cambridge
Centres between 750,001 and 1,000,000 sq. ft.	GIVE HOPE FORWARD	Southgate Centre Edmonton, Alberta	Ivanhoe Cambridge
Centres more than 1,000,001 sq. ft.	Young At Art	Bramalea City Centre Brampton, Ontario	Morguard Investments Limited
Centres more than 1,000,001 sq. ft.	eWaste Recycle Program	Devonshire Mall Windsor, Ontario	Ivanhoe Cambridge
Centres more than 1,000,001 sq. ft.	Metropolis Pink Day	Metropolis at Metrotow Burnaby, British Columbia	Ivanhoe Cambridge

Community Relations (continued)

<u>Classification</u>	<u>Entry Title</u>	<u>Shopping Centre</u>	<u>Management Company</u>
Centres more than 1,000,001 sq. ft.	The Bunny Hop Trail	Oshawa Centre Oshawa, Ontario	Ivanhoe Cambridge
Centres more than 1,000,001 sq. ft.	Big Tub Lighthouse Shines At Vaughan Mills	Vaughan Mills Vaughan, Ontario	Ivanhoe Cambridge
Joint Centres Effort	Swish List – Fall Fashion Expose	Calgary Eaton Centre/TD Square Calgary, Alberta	20 VIC Management, Inc.
Corporate/Company	CopShop		20 VIC Management, Inc.

Customer Service Experience

<u>Classification</u>	<u>Entry Title</u>	<u>Shopping Centre</u>	<u>Management Company</u>
Centres of 400,001 and 750,000 sq. ft.	The Restaurant Collection at Rockland	Rockland Montreal, Québec	Ivanhoe Cambridge
Centres between 750,001 and 1,000,000 sq. ft.	Comfort Shopping at Southcentre	Southcentre Calgary, Alberta	Ivanhoe Cambridge
Joint Centre Effort	YOUR STUDIO	Montreal Fashion Centres Québec	The Cadillac Fairview Corporation Limited

Grand Opening, Expansion & Renovation

<u>Classification</u>	<u>Entry Title</u>	<u>Shopping Centre</u>	<u>Management Company</u>
Centres of 400,001 and 750,000 sq. ft.	Place Ste-Foy Goes Full Scale	Place Ste-Foy Québec, Québec	Ivanhoe Cambridge
Centres between 750,001 and 1,000,000 sq. ft.	A Tint of Things to Come	Kingsway Garden Mall Edmonton, Alberta	Oxford Properties Group

Public Relations

<u>Classification</u>	<u>Entry Title</u>	<u>Shopping Centre</u>	<u>Management Company</u>
Centres of 400,001 and 750,000 sq. ft.	Ticket to Ride	Bayshore Shopping Centre Ottawa, Ontario	Ivanhoe Cambridge
Centres of 400,001 and 750,000 sq. ft.	A VIP Shopping Spree	Rockland Montréal, Quebec	Ivanhoe Cambridge
Centres between 750,001 and 1,000,000 sq. ft.	Denim Diva & Simon Chang Grand Opening	Upper Canada Mall Newmarket, Ontario	Ivanhoe Cambridge

Revenue Impact

<u>Classification</u>	<u>Entry Title</u>	<u>Shopping Centre</u>	<u>Management Company</u>
Centres between 150,001 and 400,000 sq. ft.	Titanic makes waves	The Montreal Eaton Centre Montreal, Québec	Ivanhoe Cambridge
Centres between 750,001 and 1,000,000 sq. ft.	Branded Comfort Zones	Sherway Gardens Toronto, Ontario	The Cadillac Fairview Corporation Limited

Sales Promotion and Events

<u>Classification</u>	<u>Entry Title</u>	<u>Shopping Centre</u>	<u>Management Company</u>
Centres between 150,001 and 400,000 sq. ft.	BARBIE'S 50TH BIRTHDAY PARTY	Billings Bridge Centre Ottawa, Ontario	20 VIC Management, Inc.
Centres between 150,001 and 400,000 sq. ft.	SHOP & WIN BIG	Carrefour Frontenac Thetford Mines, Québec	Ivanhoe Cambridge
Centres between 150,001 and 400,000 sq. ft.	It's the Only Piece of Plastic that turns into a Tree	Cottonwood Mall Chilliwack, British Columbia	Morguard Investments Limited
Centres between 150,001 and 400,000 sq. ft.	A City in Focus	The Montreal Eaton Centre Montreal, Quebec	Ivanhoe Cambridge

Sales Promotion and Events (continued)

<u>Classification</u>	<u>Entry Title</u>	<u>Shopping Centre</u>	<u>Management Company</u>
Centres of 400,001 and 750,000 sq. ft.	Step Into Dixie Outlet Mall's Video Brag Booth	Dixie Outlet Mall Mississauga, Ontario	Ivanhoe Cambridge
Centres of 400,001 and 750,000 sq. ft.	Get_geeky.com	Les Rivières Shopping Centre Trois-Rivières, Quebec	Ivanhoe Cambridge
Centres of 400,001 and 750,000 sq. ft.	Summer Drive In Movies	Mayfair Shopping Centre Victoria, British Columbia	Ivanhoe Cambridge
Centres of 400,001 and 750,000 sq. ft.	North Hill Centre's 50th Anniversary	North Hill Centre Calgary, Alberta	Bentall LP
Centres of 400,001 and 750,000 sq. ft.	Fashion at Work	Park Place Shopping Centre Lethbridge, Alberta	Oxford Properties Group
Centres of 400,001 and 750,000 sq. ft.	MY PLACE to shine for the holidays	Place d Orléans Shopping Centre Ottawa, Ontario	Oxford Properties Group
Centres of 400,001 and 750,000 sq. ft.	Art of Fashion	Place Ste-Foy Québec,, Quebec	Ivanhoe Cambridge
Centres of 400,001 and 750,000 sq. ft.	Seaway Mall's Niagara 'Rockband' Challenge	Seaway Mall Welland, Ontario	Doral Holdings Limited
Centres between 750,001 and 1,000,000 sq. ft.	Avant Garden	Market Mall Calgary, Alberta	The Cadillac Fairview Corporation Limited
Centres between 750,001 and 1,000,000 sq. ft.	Marvelous Maskoween Party	Market Mall Calgary, Alberta	The Cadillac Fairview Corporation Limited
Centres between 750,001 and 1,000,000 sq. ft.	Orangeville Pop-Up Mall	Upper Canada Mall Newmarket, Ontario	Ivanhoe Cambridge

Sales Promotion and Events (continued)

<u>Classification</u>	<u>Entry Title</u>	<u>Shopping Centre</u>	<u>Management Company</u>
Centres more than 1,000,001 sq. ft.	Québec 400 th	LAURIER Québec, Quebec	Ivanhoe Cambridge
Centres more than 1,000,001 sq. ft.	50th Anniversary Bash	Niagara Pen Centre St. Catharines, Ontario	20 VIC Management, Inc.
Mixed-Use	World Choral Festival at Centropolis	Centropolis Laval, Québec	Ivanhoe Cambridge
Mixed-Use	Underground Style	Edmonton City Centre Edmonton, Alberta	Oxford Properties Group
Mixed-Use	FIRST Aid	First Canadian Place Toronto, Ontario	Brookfield Properties Corporation
Joint Centre Effort	Go Habs Go!	Montreal Eaton Centre Placde Montreal Trust Complexe Les Ailes Québec	Ivanhoe Cambridge
Corporate/Company	Treat Yourself to Shop!		The Cadillac Fairview Corporation Limited

DEVELOPMENT/ DESIGN CATEGORY

Renovations or Expansion of an Existing Centre

<u>Classification</u>	<u>Shopping Centre</u>	<u>Owner</u>
Centres between 150,001 and 400,000 sq. ft.	Place du Royaume Cichoutimi, Québec	Oxford Properties Group
Centres between 750,001 and 1,000,000 sq. ft.	Fairview Mall Toronto, Ontario	The Cadillac Fairview Corporation Limited
Centres between 150,001 and 400,000 sq. ft.	The Promenade Shopping Centre Thornhill, Ontario	The Cadillac Fairview Corporation Limited
Mixed-Use	Citi Plaza London, Ontario	Arcturus Realty Corporation

Innovative Design and Development of a New Centre

<u>Classification</u>	<u>Shopping Centre</u>	<u>Owner</u>
Centres between 150,001 and 400,000 sq. ft.	The Rise Vancouver, British Columbia	Grosvenor Canada
Centres between 750,001 and 1,000,000 sq. ft.	Calgary Beacon Hill Calgary, Alberta	Trinity Development Group, Inc.

RETAIL STORE DESIGN

<u>Classification</u>	<u>Retail Store</u>
Kiosks and Carts	Gaudreau Demers Ville d'Anjou, Québec
Stores between 1,001 and 2,500 sq. ft. in area	Imperial Laval, Quebec
Stores between 1,001 and 2,500 sq. ft. in area	LiME Montreal, Quebec
Stores between 1,001 and 2,500 sq. ft. in area	Pistachio Toronto, Ontario
Stores between 2,501 and 5,000 sq. ft. in area	Continental Coiffure Sherbrooke, Quebec
Stores between 5,001 and 10,000 sq. ft. in area	Southcentre Customer Service Centre In-line Store Calgary, Alberta
Stores between 5,001 and 10,000 sq. ft. in area	Stark & Whyte Brossard, Quebec
Stores in excess of 10,001 sq. ft. in area	LCBO Toronto, Ontario