

Shopping Centres Rewarded For Setting Good Example

The International Council of Shopping Centers (ICSC) is calling for entries for the 2010 European Community Support Award, worth \$5000.

Established in 2008 by The ICSC Foundation, the charitable arm of ICSC, the award programme encourages and recognizes the outstanding work being done by European shopping centres within their local community or neighbourhood.

Last year, the award was won by British Land PLC for their Meadowhall Shopping Centre project "The Source at Meadowhall". British Land worked with Sheffield City Council, setting up The Source to encourage regeneration of the community. In 2007, the award was won by Multi Development Germany GmbH which set up a special social engagement campaign called the **Multi Talent Programme**, an initiative designed to help unemployed young people between the ages of 16 and 20 years old who have little or no education.

All shopping centre campaigns entered into the 2010 ICSC Social Marketing Awards category of Community Service are eligible for the award, or a shopping centre campaign may be entered for the Community Support Award only. The Award winner will be announced during the ICSC European Marketing Conference, taking place in Lisbon from 16-17 June 2010.

Entries for the award will be assessed by a judging panel of ICSC Foundation representatives which will select the final winner.

The award winning entry will automatically be entered into the Albert Sussman international competition which will be announced at RECon, ICSC's annual convention in Las Vegas, Nevada, United States in May 2011 and receive an additional award valuing \$10,000 USD for the partnering charity.

Deadline for entries is March 1, 2010. For contest details visit the award website www.icscfoundation.org/euroawards or email foundation@icsc.org.

Applicants must have implemented all or most of a community support campaign or programme in Europe between the competition eligibility dates: [September 1, 2008 to](#)

[December 31, 2009](#). Applicants can enter as many campaigns as they choose and submissions can be part of a corporate initiative or an individual shopping center campaign.

For more information on the ICSC Solal Marketing Awards, The ICSC European Marketing Conference and the ICSC Foundation European Community Support Award, visit www.icsc.org

Editor's Notes

The mission of the ICSC Foundation is to carry out educational and charitable initiatives that support the interests of the retail real estate industry and the International Council of Shopping Centers. For information about the ICSC Foundation, and details of the ICSC Foundation European Community Support Award visit www.icscfoundation.org.

About The International Council of Shopping Centers

Founded in 1957, ICSC is the premiere global trade association of the shopping centre industry. Its more than 60,000 members in 80 countries include shopping centre owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. Headquartered in New York City, ICSC has over 150 staff members and offices in Washington D.C., Toronto, London, Beijing, Singapore and Mexico City

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