



**For more information contact:
RELEASE**

Jesse Tron
International Council of Shopping Centers
1-646-728-3814

FOR IMMEDIATE

MALL PLAZA WINS ICSC FOUNDATION LATIN AMERICA COMMUNITY SUPPORT AWARD

New York, April 12, 2011 – The International Council of Shopping Centers (ICSC) Foundation is pleased to announce that Mall Plaza of Chile has been named the 2010-2011 Latin America Community Support Award winner for their “Biblioteca Viva” campaign. Fernando de Peña, executive vice president of Mall Plaza, accepted the award which was presented during RECon Latin America in Mexico City.

Mall Plaza partnered with Fundacion La Fuente to create Biblioteca Viva (living library) the first network of public libraries within Latin American shopping centers. Through their Biblioteca Viva program, Mall Plaza created the opportunity for Chileans to have access to free reading material and cultural activities including films, exhibitions, speeches, plays, book launches, and workshops. In 2009 more than one million people visited the Biblioteca Viva and over 150,000 reading materials were lent.

As the winner of the Foundation’s Latin America Community Support Award, Mall Plaza will be eligible for the Foundation’s 2011 Albert Sussman International Community Support Award, which honors the best community support program worldwide. In addition, Mall Plaza’s partnering charity, Fundacion La Fuente, will receive a \$5,000 USD donation from the ICSC Foundation.

The Foundation’s Community Support Award program, established in 2006, is a worldwide awards program that honors corporate social responsibility and community outreach efforts of shopping centers for charitable initiatives that enhance the communities the retail real estate industry and its projects serve.

About the ICSC Foundation:

The ICSC Foundation promotes and rewards community support efforts and provides undergraduate, graduate-level and retail real estate practitioner’s educational scholarships. The Community Support Award program is designed to recognize exceptional contributions by shopping centers or shopping center companies within their communities. Established in 1988, the ICSC Foundation is the non-profit public charity of the International Council of Shopping Centers, Inc. (ICSC).

About ICSC:

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 55,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academic and public officials. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world. For more information, visit www.icsc.org

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