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**FOR IMMEDIATE RELEASE**

## **ICSC Foundation Announces U.S. Community Support Award Winners**

**New York, April 1, 2011** – The International Council of Shopping Centers (ICSC) Foundation is pleased to announce the 2011 U.S. Community Support Award winners. Four regional awards and one overall award were presented.

This year, Developers Diversified Realty's Buena Park Downtown Shopping Center in Buena Park, California was named the 2011 Western Region and Overall Community Support Award winner for their "Giving Children Hope" campaign. Buena Park Downtown and AMP Radio partnered with Giving Children Hope to collect enough non-perishable food to feed 1,047 local children through its "We've Got Your Back" weekend nutrition program.

Inland Southwest Management LLC and The Shops at Legacy in Plano, Texas were named the Southern Region winner for their "Le Chocolate Feast 2010" campaign. The Shops at Legacy invited the community to indulge in the world's most decadent desserts, while helping a great cause benefiting their partner charity, My Possibilities. This relatively unknown non-profit organization assists more than 100 adults with cognitive disabilities in North Texas known as HIPsters. Thousands of shoppers gained awareness of HIPsters through collateral displays, distribution of literature, streaming videos at the center and most importantly, having the HIPsters participate in the event by volunteering, performing and enjoying the chocolate creations with other guests.

Tanger Factory Outlet Centers Inc. in Tilton, New Hampshire was named the 2011 Eastern Region winner for their 2nd annual "Fit for Families 5K Run/Walk" campaign. "Fit for Families" was created to increase community awareness that breast cancer fundraising is a major component of Tanger's philanthropy efforts. Four hundred and fifteen runners and walkers participated in the 5k race and 50 volunteers donated their time, energy and enthusiasm to make certain Tanger's event was a success.

Regency Centers and their Riverview Plaza Shopping Center in Chicago, Illinois were named the 2011 Central Region winner for their "One Person Feeds 200,000" campaign. What was once a small, friendly competition between colleagues has now grown into a regional food drive touching nearly 200,000 lives. Under the leadership of Regency Centers' Matt Hendy and Brendan Reedy, the 5th Annual Retail Real Estate Canned Food Drive united 23 peer companies to collect over 17,300 pounds of food and nearly \$14,000 in donations for the Greater Chicago Food Depository.

All the winners were honored at the 2011 MAXI Awards, held at ICSC's Fusion Conference in Hollywood, California on March 31, 2011. As the winner of the Foundation's Overall Support Award, Developers Diversified Realty's Buena Park Downtown Shopping Center is eligible for the ICSC Foundation 2011 Albert Sussman International Community Support Award, which honors the best community support program worldwide. This award will be presented on May 23, 2011 in Las Vegas, Nevada.

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 academics 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](http://www.icsc.org).

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