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Shopping Centres rewarded for setting good example

Shopping Centres and local charities across Europe will again benefit from a community support award which was launched last year by The ICSC Foundation*, the charitable arm of The International Council of Shopping Centres.

Worth €5000 to the winning charity or organization which has benefitted, The ICSC Foundation European Community Support Award, encourages and recognises outstanding work being done by European shopping centres within their local community or neighbourhood.

Last year, 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 2009 ICSC Solal 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 Solal Awards will be announced during the ICSC European Marketing Conference, taking place in Vienna from 17-18 June 2009.

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

Valerie J. Cammiso, Executive Director at the ICSC Foundation said: “There is excellent work going on within shopping centres across Europe to benefit local communities and enhance the lives of those living close by. We want to reward this work and by doing so, encourage even greater commitment and involvement by shopping centres within their locality.

“Shopping centres which recognise their value within the local community and put this to good use can make a big difference, not only to those who use the centre, but to the wider community.”

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 74,000 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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