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**FOR IMMEDIATE RELEASE**

**ICSC FOUNDATION LAUNCHES U.S. AWARDS PROGRAM TO CELEBRATE  
SHOPPING CENTER PHILANTHROPY**

New York (January 20, 2009) – Recognizing that shopping centers are an integral part of their communities and to pay tribute to the many philanthropic causes they support, the International Council of Shopping Centers (ICSC) Foundation created the U.S. Community Support Awards Program.

“There are a multitude of noteworthy events and causes that U.S. shopping centers are involved with every year,” said Michael Kercheval, ICSC President and CEO. “The ICSC Foundation U.S. Community Support Awards Program will recognize those shopping centers that have created exceptional community events, supported a cause and have made a substantial difference in the neighborhoods they serve,” said Kercheval. “By recognizing these achievements we hope to raise awareness for all the good that shopping centers do and encourage other centers to become more active in supporting their community’s needs,” he added.

Applicants for the program have identified a need in their respective communities and have subsequently either created or participated in a campaign that addresses that need. The awards are given to those centers or companies that best succeed in supporting their community by creating awareness about the identified need.

Four U.S. Community Support Awards will be given out, with one winner being selected from each of four previously determined U.S. regions. The ICSC Foundation will present each award winner with \$5,000 to be given to the philanthropic charity or community cause supported by their campaign.

The four award winners will be automatically entered as finalists for the Overall U.S. Community Support Award, which will be presented at ICSC’s ReCon, the largest retail real estate convention in the world, along with an additional \$5,000 for their charity or community cause. The Overall U.S. Community Support Award winner, as well as the winners from other international community support awards, will be entered as finalists for the prestigious Albert Sussman International Community Support Award.

*Award applicants will be judged based on the following four areas:*

- **Creativity and Innovation** – The overall creativity and innovativeness of the campaign’s ability to reach its goals.
- **Project Mission and Representation** – The merit and intention of the campaign.
- **Community Impact and Effectiveness** – The effectiveness to which the project addresses the specific need of the community.
- **Facilitation and Application** – The overarching success of the program in its organization, completion and collaborative measures.

Established in 1988, the ICSC Foundation is the non-profit public charity of the International Council of Shopping Centers, Inc. As the grant-making arm of ICSC, the Foundation serves as a conduit for philanthropic giving by ICSC members and the retail real estate industry. Embodying the belief that shopping centers make a difference, the ICSC Foundation promotes and assists community support efforts, undergraduate and graduate-level college and university students and occasional disaster relief for the shopping center industry.

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 70,000 members in 92 countries include shopping center 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., Florida, California, Toronto, London, Mexico, Beijing and Singapore.

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