



For more information contact:

Jesse Tron

International Council of Shopping Centers

1-646-728-3814

FOR IMMEDIATE RELEASE

Building Community Partnerships through Community Support

NEW YORK (October 30) - The International Council of Shopping Centers (ICSC) Foundation is pleased to announce its call for entries in the 2010 U.S. Community Support Awards competition.

"Shopping Centers are in a unique position to impact positive change from the consumer to the community. During challenging economic times it is important to recognize the generous efforts of the industry and the strides being made to build and strengthen the communities we serve." Said dressbarn® retailer Elise Jaffe.

The ICSC Foundation's Community Support Awards recognize a variety of community outreach efforts, from prominent support for local causes to outstanding partnerships with national and international cause-related organizations. The Foundation awards \$25,000 annually to benefit community organizations in the United States. U.S. entrants qualify for one of four \$5,000 contributions to their partnering charity organization.

Last year's regional winners each received \$5,000 for their partnering charity and a plaque for their outstanding entries. The 2009 winners were Developers Diversified Realty for the Eastern Division, Steiner + Co tied with Simon Property Group for the Central winner, Inland Western Retail won the Western Division and General Growth Properties (GGP) won for the Southern Division. The overall winner was Simon Property Group (SPG) for their work with the Simon Youth Foundation.

The U.S. Community Support Awards is the first of a three-tier competition. Concurrently, all across the country, regional entrants vie for recognition as the very best in their division - Central, Eastern, Southern and Western. At the second tier, regional winners compete for the Overall U.S. Award. An additional \$5,000 will be awarded to the overall U.S. award winner. The Overall winner represents the most outstanding example of community support and is then forwarded to the third tier, the Albert Sussman International Community Support Award competition.

The Overall and Regional Winners will be announced during the 2010 Fusion Conference in March 2010 and acknowledged in an issue of Shopping Centers Today magazine. The winners of the Best-of-the-Best Awards will be announced at RECon, ICSC's annual convention in Las Vegas, Nevada, May 2010 and will receive an additional \$10,000 for the partnering charity.

For contest details visit the award website www.icscfoundation.org/awards. Or go directly to the U.S. Community Support Award contest website at <http://omnicontests.com/icscfoundation/omnicontests.com> where you can register and submit your entry (no fees required).

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).

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 60,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academic and public officials.

###