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FOR IMMEDIATE RELEASE

The U.S. Maxi Awards, Modernized for 2012

NEW YORK, January 25, 2012– The U.S. Maxi Awards, presented by The International Council of Shopping Centers (ICSC) have been revised for 2012 featuring new award categories, a streamlined entry process, and updated fee structure with a multi entry discount. The 2012 U.S. Maxi Awards presentation will take place at the NOI+ Conference September 6, 2012, at the Peabody Hotel in Orlando, Fla.

Kymerley Scalia, SCMD, corporate director of marketing, Coyote Management, L.P., will hold the position of the U.S. Maxi Awards chair for 2012. Ms. Scalia has been a member of ICSC since 1995 and has over 17 years of experience in shopping center marketing. She also serves on the committee for the Certified Marketing Directors (CMD) and NOI+.

"I am honored to be a part of the new MAXI initiatives for 2012 and am excited to give our industry professionals a much more streamlined process and program," stated Kymerley Scalia. "It will be an exciting year for MAXI's. I am humbled to hold this position and am proud to be a part of such a gratifying awards program," Scalia added.

The U.S. Maxi Awards program recognizes shopping centers or shopping center companies who implement an inspiring program which draws consumers to their centers. In order for a center to qualify for the U.S. Maxi Awards they must implement their program during the time period of November 1, 2010 through May 31, 2012.

The awards categories have been restructured featuring two new categories; the NOI Enhancement category and the New Media category. The NOI Enhancement category includes marketing, operations, leasing, and the overall shopping center management team. The New Media category includes best use of social media, videos as part of a social media campaign, location based marketing, website, integrated online campaign, online banner campaign, mobile app, and emerging technology. Other entry categories include Cause Related Marketing; Traditional Advertising; Event or Sales Promotion; Public Relations; and B2B (Business-to-Business).

All entry forms have been streamlined to an online process and must be submitted by the recognized shopping center owners, developers, or management team. The entry form has been reduced to four designated areas with 500 words or less for each category; situation, action, results, and budget. Support and backup will still be included in the overall process. Additionally, the fee to submit an entry form has been revised to maximize multiple entry discounts. Further information and entry forms are available [online](#).

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.

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