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FOR IMMEDIATE RELEASE

ICSC Wins Eight AVA Awards

NEW YORK, Jan 26, 2012 – The International Council of Shopping Centers (ICSC) is pleased to announce their win of eight AVA awards. AVA Awards is an international competition that celebrates and recognizes outstanding work by creative professionals involved in the concept, direction, design and production of media that manifests the evolution of digital communication. Administered and judged by the Association of Marketing and Communications Professionals (AMCP), AVA awards focuses on identifying the creative convergence of digital arts, technology and information and how it's changing the way people market, communicate and socially interact.

“On behalf of ICSC, we are beyond thrilled to have received eight AVA awards this year” said Jay Starr, senior staff vice president & chief global marketing officer. “Not only is it an honor, but it stands as direct reinforcement of our success in our efforts to enhance our communication sources for our members. I am more confident than ever that we are on the right track towards perfecting our service quality while simultaneously keeping our finger on the pulse of the future.”

ICSC received four Gold awards for their home page, home page design, mobile app and mobile app design. They also accepted four Platinum awards for their social media site, social media site design, website and website design. To view ICSC’s website please visit www.icsc.org; to view the social media site please click on the “community” tab.

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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