

For Immediate Release

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## KINGSWAY MALL'S RADIANT REVEAL SHOWCASES SHOPPING IN A WHOLE NEW LIGHT

**Edmonton** — Edmontonians will soon have a brand new fashion destination as Kingsway Mall unveils its urban personality and a hip, trendy attitude. The mall, originally constructed in 1976, has undergone a \$70-million redevelopment that includes a brighter appearance, a major Food Court upgrade, the incorporation of luscious soft seating throughout the mall and the addition of several environmentally friendly building features. Kingsway Mall is owned by OMERS (Ontario Municipal Employees Retirement System) and managed by Oxford Properties Group.

"We are excited about all the changes at Kingsway Mall," says Brad Merchant, Director, Oxford Properties Group. "We've created a shopping environment that will position Kingsway as a true fashion destination for savvy shoppers. Our new tenant mix includes some great fashion brands and within the mall, people will find many places to relax and recharge."

Kingsway will officially launch its new identity during its "Radiant Reveal" weekend taking place November 13–15. The weekend is filled with events, promotions and special offers by participating Kingsway's retailers. Friday, November 13 will be a lucky day for the first 500 people in line, who will receive a special Bath & Body Works gift bag courtesy of Kingsway, at 11 am.

Shoppers will have a chance to let their fashion light shine with free fashion tips courtesy of the experts at Edmonton Fashion Week, fashion shows featuring Lindsay Willier, Canada's Next Top Model finalist and the season's top looks pulled from the racks of top fashion retailers at Kingsway Mall. There is also a special "Luminance Collection" of original, *illuminated light* garments that will be auctioned off to benefit Kingsway's new key charitable partner, WIN House. Shopping spree contests and the unveiling of makeover contest finalists are also part of the fun.

The highlight of the weekend promises to be the premiere of Kingsway's holiday light show, "Twilight Spectacular," which features over 100,000 LED lights synchronized to favourite holiday music. The show is a first for any shopping centre in western Canada. To cap things off, Kingsway will welcome the arrival of Santa Claus on Sunday, November 15.

"There is so much for Edmontonians to do during the Radiant Reveal weekend," says Cliff Stokley, Marketing Manager, Kingsway Mall. "Kingsway has been a big part of the Edmonton community for over 30 years, and this is one of the biggest events in our history. We can't wait to share the excitement with our shoppers and retailers."

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Stoakley adds that Kingsway Mall has never featured so many popular fashion retailers - a perfect fit with the growing urban neighbourhoods that are emerging near the mall, as well as a draw for shoppers from surrounding communities such as St. Albert and Sherwood Park. Retailers such as H&M, Aritzia, Bath & Body Works, Costa Blanca, RW&Co, Aerie and others have recently opened at Kingsway Mall. As part of its repositioning, Kingsway will officially drop the word "Garden" from its name.

Kingsway Mall is also pleased to announce a community partnership with WIN House, an ongoing project of the Edmonton Women's Shelter that helps women and children in crisis. A portion of funds raised through Santa photos, the auction of illuminated garments created by designers including fashion students from Marvel College and the University of Alberta, as well as hosting on-site information will provide much-needed financial support and increase public awareness about the dramatic increase in domestic violence in the community.

"WIN House is very proud and grateful to be associated with the celebration surrounding the *Radiant Reveal* of Kingsway Mall. WIN House continues to provide safety and hope to women and children in need. Women that use WIN House I and WIN House II will be encouraged by this exciting event. It will demonstrate how our community supports women and children to live in safe and abuse free environments and relationships," says Sandra Danco, Executive Director, WIN House.

Kingsway Mall's Radiant Reveal kicks off on Friday, November 13 with the morning gift bag giveaway. For more information, please visit [www.kingswaymall.com](http://www.kingswaymall.com), or [www.timetoshine.ca](http://www.timetoshine.ca).

**For more details on Kingsway Mall's Radiant Reveal or to schedule interviews, contact:**

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*Please note that photos and on-camera interviews featuring the new Kingsway Mall will be scheduled after November 4, 2009.*