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## **Seaway Mall Nominated for National Shopping Centre Award**

*Seaway's Rock Band promotion nominated for ICSC Canadian Shopping Centre Award*

**(Welland, ON) July 22, 2009** – It's an honour to be nominated; that's how the marketing department of Seaway Mall feels this week. The team is up for a Canadian Shopping Centre Award in the *Promotions and Events* category for their 'Niagara Rock Band Challenge' event, held in March 2009. Seaway Mall is nominated alongside eight other malls, including shopping centres in major cities like Ottawa, Quebec City, Calgary and Victoria. The winners will be announced at a special awards ceremony in Toronto on September 23<sup>rd</sup>.

"We are very proud of our Seaway marketing and events team for all of their hard work on this successful campaign," says Michael Belcastro, President of Seaway Mall. "The event attracted an unprecedented 64 teams and hundreds of excited onlookers to our mall."

The Niagara Rock Band Challenge was a competition event that invited teams to play against each other in the popular Rock Band video game. Utilizing a small budget and very little advertising, the event relied on the power of social networking. Over 400 people joined the Facebook fan page and the competition event resulted in dozens of print and online press articles, and over 40 minutes of TV air time.

The ICSC Canadian Shopping Centre Awards are designed to honour the shopping industries best and brightest. Award nominations were accepted last month and the Seaway Mall was a stand-out for its innovative and creative social networking strategy. The awards program brings information and insight to the entire industry on what it takes to achieve high levels of accomplishment and success. Awards will be given for outstanding achievement in a number of categories including: advertising, community relations, public relations, and promotions and events.

"Being nominated for this national award puts the Seaway Mall in the same category as shopping centres in major Canadian cities like Vancouver and Calgary. We are honoured our hometown mall is considered among Canada's best," added Belcastro.

For more information about Seaway Mall, please visit: [www.seawaymall.com](http://www.seawaymall.com)

### **About the Seaway Mall**

Seaway Mall goes WAY beyond your expectations! Seaway Mall offers a variety of unique shopping and dining experiences and is home to over 120 stores and services including Le Chateau, the Shoe Warehouse, Bonnie Togs, and a brand new Pennington's. Seaway Mall is simply the best place to shop for everything you need for your family, home and for yourself. For those looking to take-in some tasty treats, the Mall offers a wide-variety of food choices. Recently, the Mall welcomed Ye Olde Squire, which features a Scottish Pub theme and is well known for its homemade dishes.

### **Contact:**

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