



For Immediate Release

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Upper Canada Mall Shatters Winter Boredom with Lineup of Free Family-Friendly Activities During March Break

NEWMARKET, ON (March 10, 2011)— Upper Canada Mall is taking shoppers on a virtual vacation this March Break when the centre transforms into York Region’s “playcation” destination from March 12th to 20th, 2011. From picturesque vacation sceneries to exotic animals from *Zoo to You*, Upper Canada Mall is bringing the best of spring break vacations to Newmarket— without the stress of travelling.

Inviting shoppers to escape their regular day-to-day, a vacation photo station in centre court will let shoppers strike a pose in front of a lovely beach backdrop or wintery ski scene. Since the best part of any trip is sharing photographs, Upper Canada Mall will upload all images to the centre’s Facebook Page for easy viewing, tagging and sharing with friends and family. For visitors with an adventurous side, the educational and interactive wildlife program featuring baby alligators, frogs, snakes and bunnies from *Zoo To You* brings guests up close and personal with animals and their keepers.

Topping off all of this fun is a digital contest, with shoppers winning daily prizes from Upper Canada Mall retailers. Each day, prizes ranging from \$15 to \$300 will be unveiled through a QR code posted in Centre Court and the centre’s social media networks including Facebook and Twitter. Shoppers are prompted to download a QR reader and scan the code using a smart phone to view a video with prize clues. To win, shoppers must correctly answer the clue and show the video at guest services. Prizes are limited, for full contest details visit www.uppercanadamall.com.

What: March Break Activities

Where: Upper Canada Mall Centre Court
17600 Yonge St. (at Davis Dr.)

When: March 8th to March 20th, 2011

Photo Op: Kids of all ages interacting with zoo animals in Centre Court with *Zoo to You* animal keepers during March Break at Upper Canada Mall.

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About Upper Canada Mall

Upper Canada Mall is the premiere shopping destination in Newmarket, Ontario located 45 minutes north of Toronto. Owned and managed by Oxford Property Group, Upper Canada Mall is an award-winning shopping centre featuring more than 200 stores in its 968,000 sq. ft. of retail space, including Apple, Coach, BCBG Max Azria, Sephora and Aritzia. For more information, visit www.uppercanadamall.com.

Oxford Properties Group is one of North America's largest commercial real estate investment, development and management firms. Oxford oversees and manages approximately \$18 billion of real estate for itself and on behalf of its co-owners and investment partners including headquarter buildings such as the Royal Bank Plaza in Toronto, Watermark Place in London and Centennial Place in Calgary. Oxford's investments include office, retail, hotel, industrial and multi-family residential properties. For more information, visit www.oxfordproperties.com.