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LouLou Magazine Selects Upper Canada Mall's Most Fashionable Students in a Picture-Perfect, Back-to-School Contest

NEWMARKET, ON (August 18th, 2010) — In less than a month, school bells across York Region will begin to ring and students will say goodbye to long hazy summer days and hello to algebra, Shakespeare and morning panics deciding exactly what to wear. Back-to-school is a milestone 'fashion season' for teens – often marking a renewed look at wardrobe essentials and trendy accessories that reflect their own personal style. As students start making the transition from casual cottage wear to suitable school attire, Upper Canada Mall launches the 'Book Your Look' contest, for the ultimate back-to-school shopping spree.

From August 21st to September 12th, Centre Court will be transformed into a portrait studio, complete with oversized change rooms, where shoppers to strike a pose wearing their own signature school looks. Images will be taken on site and uploaded to Upper Canada Mall's Facebook Page, and LOULOU magazine Fashion Editor Liv Judd will choose the top 10 stylish students, who will each win a $500 gift card.

Realizing the reality of 'out with the old, in with the new' – especially for growing students – shoppers feeling the back-to-school (denim) blues are invited to donate gently worn jeans to the centre's 'Ditch the Denim' jean drive, benefitting The Canadian Diabetes Association's Clothesline initiative.

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 Coach, BCBG Max Azria, Sephora and Banana Republic. Opening in the summer of 2010 will be coveted retailers, Apple and Aritzia. For more information, visit www.uppercanadamall.com.

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About Oxford Property Group

Celebrating its 50th anniversary in 2010, 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.

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