

2006 ICSC Canadian Shopping Centre Awards - Winners List

Category	Sub-Category	Classification	Entry Title/ Store Name	Shopping Centre/ Company	City	Award
CATEGORY I - MARKETING	A. COMMUNITY RELATIONS	1. Centres with less than 199,999 sq. ft. (18,580 sq. m) of total retail space	2005 Year of the Veteran - Northland Mall	Northland Mall	London	Merit
		2. Centres with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space	Homemade Dreams	Malvern Town Centre	Scarborough	Merit
		3. Centres with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space	Trunks & Trimmings	Northland Village	Calgary	Merit
		4. Centres with 750,000 – 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space	Market Mall - Silent Auction to End Silence	Market Mall	Calgary	Merit
		4. Centres with 750,000 – 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space	Market Mall's Gifts for Kids Toy Drive	Market Mall	Calgary	Maple Leaf
		5. Centres with 1,000,000 – 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space	Pantry Raid	Pickering Town Centre	Pickering	Merit
		5. Centres with 1,000,000 – 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space	Walk of Fame	Scarborough Town Centre	Scarborough	Maple Leaf
		6. Centres with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space	Community Holiday Dinner	Toronto Eaton Centre	Toronto	Merit
	B. PUBLIC RELATIONS	8. Joint Centres	BRIEF ENCOUNTERS	Calgary Eaton Centre/TD Square/Scotia Centre	Calgary	Merit
		2. Centres with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space	Teaming Up For Our Kids	Malvern Town Centre	Scarborough	Merit
		3. Centres with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space	Lougheed Lunar Festival	Lougheed Town Centre	Burnaby	Maple Leaf
		6. Centres with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space	Celebrate The Rainbow	Toronto Eaton Centre	Toronto	Merit
		7. Company	shop! for Share of Voice	The Cadillac Fairview Corporation Limited	Toronto	Merit (TIE)
		7. Company	The B.E.S.T. program	Ivanhoe Cambridge	Montreal	Merit (TIE)
		C. ADVERTISING	2. Centres with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space	Eaton Groove	Montreal Eaton Centre	Montreal
	2. Centres with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space		The Pickin Is Easy	Cottonwood Mall	Chilliwack	Maple Leaf
	3. Centres with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space		Nouveau Chic	Rockland	Ville Mont-Royal	Merit

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		4. Centres with 750,000 – 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space	Family Traffic Signs	Guildford Town Centre	Surrey	Maple Leaf
		5. Centres with 1,000,000 – 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space	Don't Rush Christmas Campaign	Chinook Centre	Calgary	Maple Leaf
		5. Centres with 1,000,000 – 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space	Keep Your Life Together	Polo Park Shopping Centre	Winnipeg	Merit
		6. Centres with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space	What kind of shopper are you?	Yorkdale Shopping Centre	Toronto	Merit
		8. Joint Centres	WE HAVE A DIFFERENT FATBOY FOR YOU THIS CHRISTMAS	Calgary Eaton Centre/TD Square/Scotia Centre	Calgary	Maple Leaf
	D. SALES PROMOTION AND EVENTS	2. Centres with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space	Désir	Montreal Eaton Centre	Montreal	Merit
		2. Centres with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space	FCP Events	First Canadian Place	Toronto	Maple Leaf
		3. Centres with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space	Film Festival	Edmonton City Centre	Edmonton	Merit
		3. Centres with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space	Pasdestoutnus.com – Dress _ yourself.com	Les Rivières	Trois-Rivières	Maple Leaf
		4. Centres with 750,000 – 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space	Possibly our most valuable piece of real estate!	Fairview Mall	Toronto	Merit
		4. Centres with 750,000 – 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space	St. Laurent Centre Sugar Daddy	St. Laurent Centre	Ottawa	Maple Leaf
		5. Centres with 1,000,000 – 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space	Flash a Little...Save a Lot	Oshawa Centre	Oshawa	Maple Leaf
		5. Centres with 1,000,000 – 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space	XL Super Savings Spectacular Sidewalk Sale	Devonshire Mall	Windsor	Merit
		6. Centres with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space	Gold Card	Place Laurier	Quebec	Merit
		7. Company	Best in Class: The Art of Sales Training	The Cadillac Fairview Corporation Limited	Toronto	Merit
	E. GRAND OPENING, EXPANSION & RENOVATION	3. Centres with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space	Sunridge Mall - A Welcome Change	Sunridge Mall	Calgary	Merit
		6. Centres with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space	"Flaunt It!" - Yorkdale	Yorkdale Shopping Centre	Toronto	Maple Leaf
		6. Centres with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space	Metropolis at Metrotown - Shopping City	Metropolis at Metrotown	Burnaby	Merit

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	F. BUSINESS TO BUSINESS (B2B)	2. Centres with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space	Re-Invent	Dufferin Mall	Toronto	Merit
		4. Centres with 750,000 – 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space	Above and Beyond	Richmond Centre	Richmond	Maple Leaf
		7. Company	How the Best Was Won	The Cadillac Fairview Corporation Limited	Toronto	Maple Leaf
	G. REVENUE IMPACT	4. Centres with 750,000 – 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space	Revitalizing the Toys R Us Wing	Upper Canada Mall	Newmarket	Maple Leaf
		6. Centres with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space	Greening Yorkdale	Yorkdale Shopping Centre	Toronto	Maple Leaf
		6. Centres with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space	Holiday Ice	Toronto Eaton Centre	Toronto	Merit
	H. CATEGORY INTEGRATION	3. Centres with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space	Oakridge Centre Brand Strategy	Oakridge Centre	Vancouver	Maple Leaf
		7. Company	Extreme Mall Makeover	Ivanhoe Cambridge	Montreal	Merit
CATEGORY II	A. Renovation or Expansion of an Existing Centre	5) Centres of 1,000,000 sq. f. or more of total retail space	N/A	Bramalea City Centre	Brampton	Maple Leaf
	B. Innovative Design and Construction of a New Centre	1) Centres of 150,000 sq. f. or less of total retail space	N/A	The District @ South Edmonton Common	Edmonton	Merit
CATEGORY III	Retail Store Design	5) Stores between 1,001 and 2,500 sq. ft. in area	Bedo	Ruscio Studio	Mississauga	Maple Leaf
		5) Stores between 1,001 and 2,500 sq. ft. in area	Bizou	Ruscio Studio	Sainte-Foy	Merit