



Market Mall Launches World-Class Spring Campaign in One Week

CALGARY, Alberta (Wednesday, March 24, 2010). In just seven days, Market Mall welcomes spring with the reveal of their second annual, awarding-winning Avant Garden – an imaginative collaboration of fine art, fashion, giving and garden splendour.

The interactive exhibit offers a refreshing escape from the outdoors by squashing winter doldrums – which Calgarians relish all the more at this time of year as spring struggles to bloom in full.

“We adore spring at Market Mall, the rejuvenation it brings to our space and to our guests,” says Debra Manastryski, Market Mall (Cadillac Fairview), Senior Marketing Director. “The sounds, colors, textures and spectacle that Avant Garden brings, is truly unique and engineered for the pure enjoyment of our guests and their families.”

Market Mall is delighted to be complimenting Avant Garden's whimsical-side with the fresh illustrative talents of Stina Persson, world-renowned artist, whose client roster includes Coca Cola, Target, Bloomingdales and Sony Music. Three distinct designs have been specially commissioned by the mall, of which limited edition prints will be available to mall guests.

Any perfect garden is completed by a Wishing Well, which will be featured at Market Mall's south entrance. All proceeds will support the Calgary Children's Cottage. Donations will support landscaping services that will in turn, share the arrival of spring with deserving children and their families.

Avant Garden is a multidisciplinary marketing experience that encourages families to play, dream and wish. The campaign will launch (in full bloom) starting Wednesday, March 31 until Monday, May 24, 2010.

For more information or to schedule photo opps and interviews, please contact:

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