

FOR IMMEDIATE RELEASE

## MarketMallSantaTracker.ca Spreads Holiday Happiness Near and Far

CALGARY, AB (November 24, 2010). Market Mall has again partnered with Santa Claus himself to unveil their second annual MarketMallSantaTracker.ca, an experiential website where children of all ages can add their Christmas wish lists, create coloring pages and track Santa's progress on Christmas Eve.

"We're delighted to offer a magical, non-commercial experience to website visitors, allowing unlimited accessibility to Saint Nick," says Jill MacDonald, Marketing Coordinator. "Last year we had over 900 children log wishes by December 24<sup>th</sup> and had 12,617 site visits on Christmas Eve from homes in Canada, the United States, Czech Republic and Israel. We can't wait to see who this year's bigger and better site brings."

This year's site received a new look and functionality. Now live, the site offers virtual features like Santa's Wish Book, Santa's Diary, an interactive coloring book and a Twitter feed bringing news directly from the North Pole. On Christmas Eve, starting at 12:00PM, MarketMallSantaTracker.ca will transform for Santa's big day. Children can watch Santa live on the Santa Cam, view a counter of presents delivered, and read on-the-hour news about Santa's whereabouts, among other changes to this year's site.

"MarketMallSantaTracker.ca is a welcomed tool for sick children and their families who are staying at the House during the holiday season," says Larry Mathieson, Executive Director of Ronald McDonald House<sup>®</sup> Southern Alberta. "Bringing Santa, seasonal wonder and creativity directly to their finger tips is an incredible gift for these families while they're away from home."

Experiencing the holidays at Market Mall begins at Santa's Playland, which arrived on November 12<sup>th</sup> and continues until December 24<sup>th</sup>. A photo with Santa with a unique space to play makes this attraction a popular one. On Sunday, November 28, Market Mall hosts their 4<sup>th</sup> annual Breakfast with Santa – an event that sells out each year. All proceeds from the purchase of photo packages at Santa's Playland and ticket sales for Breakfast with Santa will benefit Ronald McDonald House<sup>®</sup> Southern Alberta. For more event information, visit [www.MarketMall.ca](http://www.MarketMall.ca).

Santa can be found by children young and old, near and far at [www.MarketMallSantaTracker.ca](http://www.MarketMallSantaTracker.ca).



YOU'RE EVERY  
DAY ESCAPE

## ABOUT MARKET MALL

Market Mall offers its guests tranquility and escape, *Your Every Day Escape*. When life speeds up, Market Mall is a true haven for those looking to slow down, relax and enjoy. Heated underground parking, Kids At Play, the Family Nursing Lounge and experiential Holiday and Avant Garden campaigns offer sophisticated comfort, with everyday convenience.

With over 14 million customer visits per year, Market Mall outshines north Calgary's retail scene. Market Mall provides guests with a mixture of over 200 new fashion and lifestyle brand stores. Fashionable restaurants and a fast food options combine to create a distinctly tranquil retail atmosphere.

Market Mall has been proud to support Ronald McDonald House® Southern Alberta's 25<sup>th</sup> Anniversary year and looks forward to announcing a new level of partnership in early 2011.

## ABOUT RONALD McDONALD HOUSE® SOUTHERN ALBERTA

Ronald McDonald House® Southern Alberta is a compassionate, safe and affordable home away from home for out-of-town families whose children are receiving treatment in a local Calgary hospital. The purpose of Ronald McDonald House® Southern Alberta is to keep families together and provide a supportive environment while the family member is being treated for their illness. Please visit our website: [www.rmhsouthernalberta.org](http://www.rmhsouthernalberta.org) for more information.

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