



## Market Mall Launches World-Class Spring Campaign Today

CALGARY, Alberta (Wednesday, March 31, 2010). Today, Market Mall welcomes spring with the launch 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.

“Market Mall is delighted to create a magical place where spring comes to life in the most unexpected ways,” explains Debra Manastryski, Senior Marketing Director, Western Portfolio (Mountain Region). “It’s where vibrant colors and whimsical artwork foster escapism and play. It’s the joy of fresh flowers and where the season’s latest fashions grow row upon row. It’s where world-renowned artist, Stina Persson, has captured the playfulness of the season whose illustrations are splashed throughout Market Mall. It’s where wishes are made at the Wishing Well with proceeds supporting The Children’s Cottage Society of Calgary. Avant Garden is the most fascinating garden in Calgary.”

Avant Garden’s Wishing Well, which will be featured at Market Mall’s south entrance, is supporting The Children’s Cottage Society of Calgary. Donations will go towards The Cottages spring needs. Donations can also be made online at [www.marketmallwishingwell.ca](http://www.marketmallwishingwell.ca).

Avant Garden encourages families to play, dream and wish – and is in blossom until Monday, May 24, 2010.

### **About Market Mall (Cadillac Fairview):**

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The Cadillac Fairview Corporation Limited is one of North America's largest investors, owners and managers of commercial real estate. For more than 50 years Cadillac Fairview has been leading the way in commercial real estate with innovative design, development and management.

Cadillac Fairview focuses on developing and managing high quality office properties and regional shopping centres in Canada and the United States, as well as international investments in real estate companies and investment funds. With a portfolio valued at more than \$17 billion and nearly 50 million square feet of leasable space, Cadillac Fairview and its affiliates own and manage 84 properties across North America, including some of Canada's landmark developments, such as Toronto-Dominion Centre, Toronto Eaton Centre, Pacific Centre and Chinook Centre.

Cadillac Fairview is wholly-owned by the Ontario Teachers' Pension Plan, which invests to secure the retirement income of 284,000 active and retired teachers in Ontario.

For more information please visit us at [www.cadillacfairview.com](http://www.cadillacfairview.com)

### **About The Children's Cottage Society of Calgary:**

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The Children's Cottage Society of Calgary (established 1986) offers a wide range of programs for parents and children in Calgary, strengthening families by demonstrating leadership through a network of crisis, respite, and support services. For more information, call (403) 283 4200 or refer to their website at [www.childrencottage.ab.ca](http://www.childrencottage.ab.ca)

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

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Clare McWilliams  
Media Relations, Bloom Communications Consulting  
(403) 809 2826  
[cmcwilliams@bloomandgrow.ca](mailto:cmcwilliams@bloomandgrow.ca)