



MEDIA ALERT - FOR IMMEDIATE RELEASE

The Social's Melissa Grelo to host Bramalea City Centre App Launch Event

Bramalea City Centre | Saturday, October 24, 2015 | 1-3 PM

The new BCC App, featuring a fully-integrated loyalty program, is the first of its kind in Canada. The cutting edge app uses beacon technology to provide shoppers with a fully-customized experience and perks on-the-go! Shoppers can maximize their visit by customizing their profile, curating favourite stores to access specials and receive location-based notifications directly on their smartphones. The savviest shoppers will enjoy access to even more exclusive perks and privileges by joining FashioniCITY and getting rewarded for participating in all kinds of shopping-related activities either on the BCC App or in-mall!

The event will feature appearances by **Melissa Grelo, co-host of CTV's The Social**, Erica Wark, nationally-recognized fashion stylist, and Chloe Heath, BCC's fall 2015 campaign model. Members from the audience will interact with the celebrity hosts in a fun and memorable way, and there will be prizes and promotions on the spot.

A team of BCC Ambassadors will be available before, during and after the event to help shoppers install the new app, unlock FashioniCITY and begin accessing the benefits!

WHAT: Bramalea City Centre App Launch Event

WHEN: Saturday, October 24, 2015
1:00 PM - 3:00 PM

WHERE: Bramalea City Centre
25 Peel Centre Drive
Brampton, ON, L6T 3R5
Meet at the designated Media Area at Lower Level Guest Services by the elevator

ABOUT BRAMALEA CITY CENTRE

Bramalea City Centre, is the largest shopping centre in the City of Brampton, and the 4th largest in Ontario. The newly expanded, two-level shopping centre offers 1.5 million square feet of retail shopping space, showcasing a tenant mix of over 350 stores and services including Forever 21, BCBGMAXAZRIA, Aritzia, Charming Charlie, Browns Shoes and Pandora. For more information, visit bramaleacitycentre.com.

ABOUT MORGUARD CORPORATION

Morguard Corporation is a major North American real estate and property management company. It has extensive retail, office, industrial and residential holdings owned directly and through its investment in Morguard REIT and Morguard North American Residential REIT. Morguard also provides real estate management services to institutional and other investors. Morguard's owned and managed portfolio of assets is valued at more than \$19 billion. For more information, please visit Morguard.com.



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For fact sheets, photos and other resources, please visit bccfashionicity.com/media

For more information, or to book an interview, please contact:

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