



NEWS RELEASE - FOR IMMEDIATE RELEASE

BRAMALEA CITY CENTRE LAUNCHES INNOVATIVE NEW BCC APP AND REINVENTS ITS POPULAR REWARDS CLUB

Cutting-edge app uses beacon technology to provide shoppers with perks on-the-go

BRAMPTON, ON - (October 21, 2015) Bramalea City Centre (BCC), the 1.5 million square foot shopping centre in the City of Brampton, is announcing the launch of the new BCC smartphone app featuring FashioniCITY, its popular shopper rewards club.

BCC is hosting a public event launching its innovative new smartphone app on Saturday, October 24 from 1-3PM. The event will feature a special appearance by the Co-Host of CTV's *The Social*, Melissa Grelo, marking the beginning of a year-long partnership that will include a series of promotions and contests between the daytime talk series and BCC.

Grelo comments, "Shoppers are turning to their phones for style inspiration, to find the brands they love and to get the best deals possible. Making an app that can help shoppers do this while they're on-the-go, just makes sense and I'll be looking forward to hearing what my favourite stores have to offer with the new BCC App!"

"We're very excited about our app and all that it can do," says Eleni Koukoulidis, Marketing Director for BCC. "This is not your typical shopping centre app. The addition of the interactive FashioniCITY loyalty program takes the shopper experience to a whole new level, and, having CTV and *The Social* partner with us is the cherry on top!"

Incorporating the established rewards club into the BCC App enhances the member experience by automating many of the interactions that build their profile such as tracking mall visits, recording event attendance and enabling them to submit receipts with their phone's built-in camera. Previously these interactions were facilitated with barcoded member cards in mall, via visits to an in-mall kiosk or Guest Services (these participation methods are still available to members who don't have Android or iOS devices).

"As FashioniCITY members visit and shop, they collect virtual GEMS," adds Koukoulidis. "The more GEMS they collect, the more perks they unlock. With stores such as Forever21, BCBGMAXAZARIA and Charming Charlie offering our members exclusive rewards, there's so much fun to be had!"

The BCC App is available to Android and Apple users through iTunes and Google Play stores by searching for "Bramalea City Centre".

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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 FASHIONICITY

FashioniCITY is Bramalea City Centre’s exclusive shopper rewards club. This robust loyalty program is free to join and has been rewarding BCC shoppers since 2012 with tailored offers, perks, and privileges at events, in their inboxes and using membership cards at in-mall kiosks. Some highlights include celebrity-hosted events, creatively themed fashion shows, and exciting contests and events where lucky FashioniCITY members have won all-expense paid trips to world fashion destinations: Paris, London, New York City and of course, BCC! For more information, visit bccfashionicity.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, hi-res photos and other resources, please visit bccfashionicity.com/media.

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

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Creative Assets



BCC App Splash Screen



BCC App "Welcome" screen in the app tour





BCC App Tour Screen



BCC shoppers can customize their app to enjoy real-time perks, privileges and offers curated to fit their lifestyle.



Search "Bramalea City Centre"

BCC App Store lookup icons



Bramalea City Centre logo



FashioniCITY logo

