

## FACT SHEET

March 27, 2019

### BCC FashioniCITY Rewards Club

[bccfashionicity.com](http://bccfashionicity.com)

The FashioniCITY Rewards Club by Bramalea City Centre (BCC), is an exclusive loyalty program for people who love to shop! It's free to join and members are rewarded every time they visit the shopping centre.

- To differentiate Bramalea City Centre from its competitors, and to encourage shopper loyalty, BCC launched their FashioniCITY Rewards Club in 2012 - the first of its kind in Canada.
- FashioniCITY, a fully-integrated and interactive mall-wide loyalty program, which offers both instant perks and long-term participation incentives for shoppers who regularly visit BCC.
- The loyalty program allows FashioniCITY members to collect virtual GEMS through participation in the rewards club, such as visits, event attendance, surveys and more. As members collect more GEMS, bigger rewards are unlocked.
- FashioniCITY is incorporated into the BCC App, enhancing the member experience by automating many of the interactions that build their profile including mall visits, event check-ins and photo receipt submission using their phone's built-in camera.
- Shoppers can join FashioniCITY online, on the BCC App or at Bramalea City Centre with Guest Services.
- The loyalty program helps BCC better understand its customer's shopping behaviours and uncovers opportunities to enhance their in-mall shopping experience.

### APP FEATURES

- The app's contextual home screen provides shoppers quick access to the most relevant information, including hours, events and the latest store promotions.
- A complete store directory and an interactive mall map that guides shoppers to the exact location of every retailer.
- Customizable profiles! Shoppers can select their favourite retailers and restaurants to enjoy real-time perks, privileges and offers curated to fit their lifestyle.
- Proximity-based notifications provide shoppers with on-the-go updates, including exclusive offers from their favourite retailers!
- Shoppers can sign up for FashioniCITY (or connect their existing profile to the app), and gain access to member-exclusive areas of the app.



Search "Bramalea City Centre"



#### 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 300 stores and services including Forever 21, Saks Fifth Avenue OFF 5TH, Aritzia, Sephora, Browns Shoes and Pandora. For more information, visit [bramaleacitycentre.com](http://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 \$21 billion. For more information, please visit [Morguard.com](http://Morguard.com).

**For more information, please contact:**

Eleni Koukoulidis  
Marketing Director, Bramalea City Centre  
905.595.4746  
[ekoukoulidis@morguard.com](mailto:ekoukoulidis@morguard.com)