

## **GENERAL PRESS RELEASE**

We can almost hear the distant melodious singing of the masses... a unified, hearty version of "Happy Birthday". But this is not just any old birthday. This is the most significant one; the age where turning a number means something important.

We are proud to announce that N1 City Mall is turning 21! We've transgressed the awkward teenage years, endured a glamorous makeover and have established ourselves as a welcoming host who caters to each and every unique individual customer walking through our doors. Turning 21 signifies independence, prosperity, identity and achievement. But what would a birthday be without a massive party and heaps of presents? And cake, lots of it!

As part of our birthday celebrations, we are celebrating YOU, our customers. Over the course of the upcoming months, until the 31<sup>st</sup> of October, you can win one of 21 fantastic prizes, including 8 Motomia scooters. All you need to do is to spend R150 or more at any store within N1 City Mall, attach the till slip to the entry form and drop in the entry box conveniently located within each store. T&C's apply. Visit [www.n1citymall.co.za](http://www.n1citymall.co.za) for more details.

From September we pick up the pace as our big day approaches. KFM's Lee Downs will play DJ for this party, pulling out old school classics from our year of "birth", 1990. Listeners can phone in, identify a song and win a prize. Listen to KFM for more details!

It's time to mention the word we've been waiting to say: Sale. Our 21<sup>st</sup> Birthday Indulgent Sale runs from Thursday 29 September to Sunday 2 October 2011. Imagine four full days of trending fashion, beauty, books and general fun. Look out for sale prices straight from the 90's too!

Finally. October. Celebration time. We thought we'd bake. CAKE for all! N1 City Mall, in conjunction with Francor Bakery, will bake 21 000 cup cakes. Donations will be requested for a delicious cup cake and all money raised will be given to Robertson House with the remaining cup cakes being delivered to surrounding retirement villages and children's homes. Just a little way we'd like to say THANK YOU for your patronage.

October also marks the opening of a brand new Ster-Kinekor Complex at N1 City Mall. The complex boasts seven modern cinemas, 1060 seats, 3D theatres and a comfortable lounge area where you can put your feet up before being entertained in your "Happy Place".

To keep track of our fabulous celebrations, sales, specials and prizes, visit our N1 City Mall Facebook fan page or our website [www.n1citymall.co.za](http://www.n1citymall.co.za)

N1 City Mall is owned by Fountainhead Property Trust and SYCOM Property Fund, managed by Broll Property Management and marketed by Word For Word Marketing.