

Hillcrest Mall names Brees Communications as AOR

Brees Communications Inc., a Toronto based advertising agency, has been chosen as the agency of record for Oxford Properties' *Hillcrest Mall*.

Tasked with rebranding and positioning *Hillcrest Mall*, Brees will undertake a full rebrand of the Centre including; strategy, creative, media planning, buying and launch event for fall 2016.

"With the quality of the new tenants we have coming in, we chose a team with a proven track record in retail branding. Brees has the strategic talent, the creative portfolio and the media savvy we need for our big launch" said Lisa Resnic, Marketing Director, *Hillcrest Mall*.

Hillcrest Mall's new brand will usher in exciting new retail such as Sephora, Sporting Life, Aritzia, Starbucks, H&M and more.

"We love working on brand transformations" said Liz Falconer, CEO and founder of Brees Communications, "*Hillcrest Mall* is truly the Cinderella story of Shopping Centres. When the new Hillcrest unveils, it will be a lot prettier and attract a whole new suitor to the Centre."

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ABOUT BREES COMMUNICATIONS

Brees Communications is an independent, full-service marketing boutique with clients such as Xerox, Microsoft, Dufferin Mall, Eglinton Square, The Alzheimer's Society, Heart and Stroke Foundation, Stewardship Ontario, located at 10 Alcorn Ave, Suite 302, Toronto, ON, M4V 3A9.

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ABOUT HILLCREST MALL

Located in Richmond Hill, Hillcrest Mall presents a collection of over 130 stores and is owned and managed by Oxford Properties.

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