

For Immediate Release

## **Eglinton Square makes shoppers smile and sing with Choir! Choir! Choir!**

Toronto shopping centre Eglinton Square made its shoppers feel special on Saturday April 9<sup>th</sup> with an event called #DayMade. Created by Brees Communications, the event was timed to coincide with the launch of its new brand campaign “We Make Your Day”.

“The #DayMade event was a success on so many fronts” said Darren Neely, Eglinton Square Marketing Manager. “We had a Centre full of smiling shoppers raising money for Scarborough Arts – such an important organization in our community.”

The Mall made their shoppers day with free ice cream, potted seeds, flowers, mini massages and more. The highlight of the event was a live sing-along with international singing phenomenon Choir! Choir! Choir! Founders Daveed Goldman and Nobu Adilman got crowds of people singing popular songs like Sweet Caroline, Happy Together and Pharrell William’s hit Happy. On Saturday April 16<sup>th</sup> the Jesse Gold Band performed to appreciative shoppers.

“We wanted to create a fun day for a target who has a lot on her plate” explains Sana Ali, Vice President of Client Services at Brees Communications. “We took our cue from social media. The hashtag #daymade is what people use when something fun or nice has made them happy. That’s the feeling we wanted to create with this event.”

The event was advertised through a media mix including TTC in-station posters, online ads, DM and a social media campaign inviting shoppers to post their experiences at the event for a chance to win a shopping spree by using #daymade.

All proceeds from the event will go to Scarborough Arts – a not-for-profit organization serving the Scarborough community.

For more information on #DayMade or Brees Communications, contact:  
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### About Eglinton Square

Located at Eglinton Ave and Victoria Park, Eglinton Square has over 80 stores  
and services including Metro and The Bay.

