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**FOR IMMEDIATE RELEASE**

**Six Awards in 6 days – Menlyn Park Shopping Centre the best Center in SA**

Menlyn Park Shopping Centre is elated at the accolade of receiving six awards recognising excellence in retail, this past week alone.

The week kicked off with the Centre scooping **3 marketing awards** at the **2010 South African Council of Shopping Centre's (SACSC) Regional Special Star Awards dinner held in Kyalami, Midrand**. These awards are a platform where retailers, service providers and marketing excellence is recognised on a regional level.

The Special Star Awards consists of two accolades, per region, namely the Retailer of the Year and Service Provider of the Year Awards. These awards recognise those retailers and service providers who have provided exceptional levels of customer service, thereby contributing positively towards South Africa's shopping centre industry.

The awards are in honour of the following events at Menlyn:

- Two silver awards were awarded for;
  - Hitched Event that took place at Menlyn over the Month of love in February that also boosted the centres trade density during the hard hit recession period
  - The second silver was for the "Soccer event at the Best Shopping Centre"
- Bronze award for "The beach event at Menlyn"

**Yet another award was bestowed on Menlyn Park at the PMR Africa Awards breakfast on the 5<sup>th</sup> of October**, in the category *Achiever rated on contribution to the economic growth and development of the Pretoria/ Tshwane Municipal Centre*. We were awarded the honorary Diamond Arrow 2010 Award for 1<sup>st</sup> outstanding and overall shopping centre in the Pretoria/ Tshwane district.

At this stage Menlyn Park was ecstatic about the 4 awards, but the very next day, our joy knew no bounds when Beeld informed us that we had received their highest retail accolade - a platinum award in the "**Your Choice**" survey as conducted under Beeld readers. This brought our total tally of awards to five.

However, the very pinnacle of Menlyn Park's achievement was reached last night at the Hilton Hotel in Sandton, when we were awarded **the Best Shopping Centre in SA Award** at **The Times/Sowetan** 2010 Retail Awards. These awards serve to honour those in the retail sector that are leading the way in satisfying the needs of shoppers and Menlyn Park Shopping Centre was

rewarded for doing exactly that for the third year in a row!

Awards serve as a benchmark and driver of excellence in every area of business and ensures that companies and brands maintain goals. This is the very reason that these **six awards** have such meaning as a reward for the constant effort to go above and beyond the call of duty and give the South African Consumer a shopping experience of international standards.

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