

11 March 2025
SINGAPORE

City Square Mall's March Fiesta Promises Family Activities, Eco-Fun, and Big Rewards

Ahead of the school holidays and Earth Hour, shoppers can look forward to a vibrant line up of eco-friendly activities, family bonding moments, and upsized rewards when they sign up for the new CityNexus Rewards programme



The graphic features a green background with a white grid. In the center, the words "E", "C", and "O" are written in large, 3D green letters. To the right, "PLAY TIME" is written in a bold, sans-serif font. A hand is shown placing a green recycling symbol on the grid. Surrounding the text are various items: a pink handbag, a stack of pancakes with fruit, a ping pong paddle and ball, a pink perfume bottle, and a paper grocery bag filled with fresh produce. The City Square Mall logo is in the top left, and a black banner in the top right reads "CITY DEVELOPMENTS LIMITED" and "OVER 6 YEARS OF TRUST". A green banner at the bottom contains the dates "14 Mar – 13 Apr 2025".

11 MARCH, 2025 — With its Asset Enhancement Initiative (AEI) nearly complete, **City Square Mall** is excited to invite shoppers to celebrate the new month with a host of fresh experiences! Happening from **14 March to 13 April 2025**, shoppers can explore new tenants, enjoy exciting promotions, and participate in sustainable initiatives designed for the entire family. On top of this,



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shoppers can unleash their creativity at the Level 5 Discovery Square which features an interactive Sequin Wall where both kids and adults can swipe, draw, and create dazzling patterns with a simple touch.

Launching this month is the all-new **CityNexus Rewards programme**, where shoppers can earn points and rewards when they spend at City Square Mall. To celebrate the launch, shoppers can earn up to 5x more points on their purchases during the campaign period!

As Singapore's first eco-mall, City Square Mall continues to promote sustainability with events like the **Toy Swap** — where families can exchange gently-loved toys to give them a second chance — and the **Meiji Upcycling Collection Drive**. As part of this initiative, shoppers are encouraged to drop off clean and empty Meiji milk cartons at the Customer Service Counter on Basement 2. As a token of appreciation, those who bring in two empty Meiji bottles or cartons (2L or 946ml) can redeem a bottle of Paigen Drinking Yogurt (Low Sugar or Ume Plum).

Additionally, families can enjoy a fun meet-and-greet session with Singapore's beloved **Water Wally & Sally**, learning more about water conservation through engaging quizzes and activities. In celebration of **Earth Hour** on 22 March, non-essential lights across the mall will be switched off from 8.30pm to 9.30pm, marking the mall's continued commitment to sustainability.

Toy Swap

Date: 15 & 16 March 2025 (for toys drop-off only) / 22 & 23 March 2025 (for toys drop-off and toy swap)

Time: 12pm to 6pm

Venue: Level 1 Atrium

Staying true to its roots as Singapore's first eco-mall, City Square Mall has introduced a variety of sustainability-focused initiatives over the years, and is excited to continue its commitment with its first-ever Toy Swap!

This initiative encourages children and parents to trade pre-loved or brand-new toys for a gently used treasure, promoting waste reduction while spreading the joy of giving. City Square Mall is partnering with Emway, the single largest toy distributor in Asia, who will be sponsoring 100 brand new toys for the toy swap. With over 50 years in the toy industry, Emway has been bringing joy to



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generations of children through beloved brands such as *Hot Wheels*, *Barbie*, and *Thomas & Friends*.

By giving toys a new lease of life, City Square Mall hopes to inspire others to live sustainably, while showing that even small efforts, such as this, can make a big difference in reducing waste and creating a more eco-conscious community.

Please find below the types of kid-friendly toys in good condition that will be accepted:

- Building sets/blocks
- Dolls
- Action figures
- Educational toys
- Board/card games with instructions
- Physical activity toys, eg: hula hoops or bowling sets
- Pretend play sets, eg: kitchen/gardening toys
- Puzzle/assembly toys
- Sound toys
- Spinning toys
- Vehicles
- Remote-controlled toys

Please refer to the full terms and conditions for the Toy Swap on City Square Mall's [website](#).

City Square Mall Celebrates Singapore World Water Day!

In support of Singapore World Water Day, City Square Mall is organising a series of outreach activities in the month of March to educate shoppers on water conservation.

Singapore World Water Day Facebook Contest

Date: 14 to 30 March 2025

Shoppers can look forward to and participate in the water conservation contest on City Square Mall's Facebook page for a chance to win \$30 worth of CDL E-Vouchers. Find out more at www.facebook.com/citysquaremall.

Water Wally & Sally Make a Splash

180 Kitchener Road, City Square Mall #B2-29, Singapore 208539
Tel: +65 6595 6565 | www.citysquaremall.com.sg

Date: 22 March 2025

Time: 4.30pm to 6pm

Venue: Level 1 Atrium



Plus, shoppers can dive into fun while learning about water conservation with the adorable Water Wally & Sally on 22 March. As they interact with the lovable mascots, they will have the opportunity to take part in entertaining quizzes that make learning fun. Along the way, they can discover how practising small water saving actions can lead to a big impact on the environment and stand a chance to win exciting prizes, adding an extra layer of excitement to this meaningful experience. To round it all off, they can capture the moment with a photo alongside Water Wally & Sally, making it a fun and memorable day for the whole family.

Power Down

Date: 22 March 2025

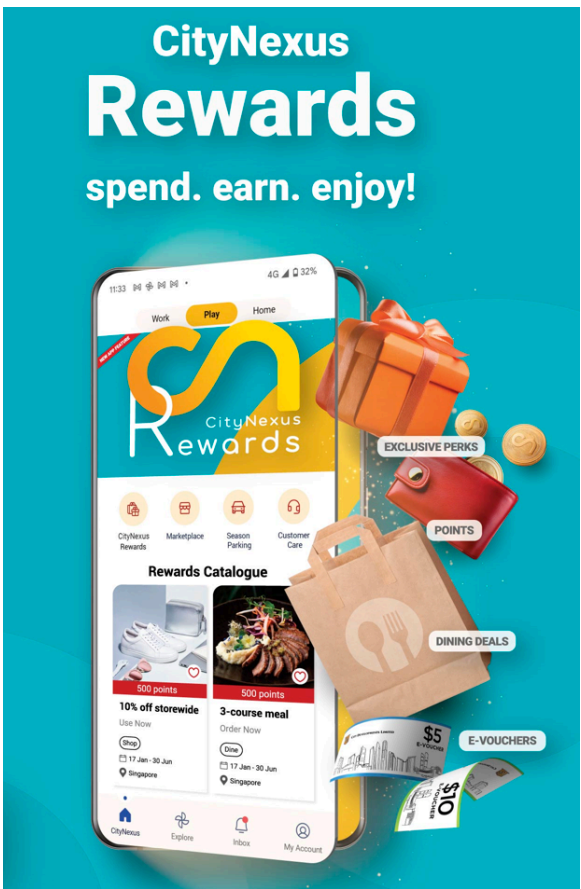
Time: 8.30pm to 9.30pm

In support of Earth Hour, City Square Mall will be switching off all non-essential lights such as the building facade lights, spotlights at the Fountain Square, and City Green Park, to reduce its environmental footprint. The mall will also be encouraging its tenants to participate in this movement by switching off non-essential lights at their stores. This act of solidarity reflects City Square Mall's

efforts to promote energy conservation, inspire shoppers to consider the impact of their actions on the planet, and lead by example in creating a greener, more sustainable future.

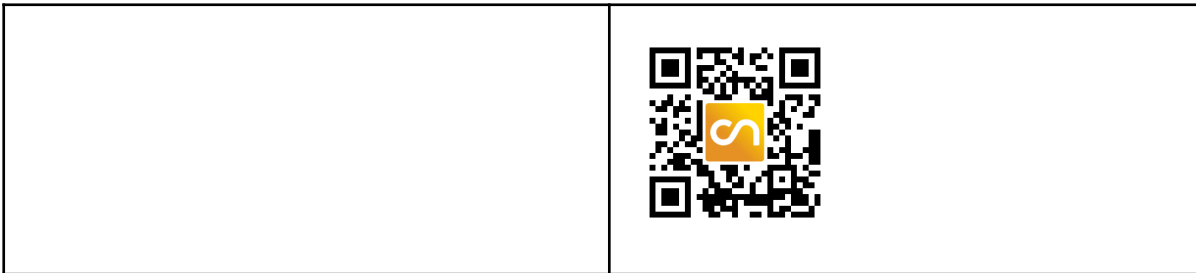
Earn More with CityNexus Rewards

To mark the launch of the new CityNexus Rewards programme, shoppers can enjoy exclusive perks when they spend at participating outlets. Shoppers will earn 1 point for every \$1 spent at participating outlets, and 1 point for every \$5 spent at food court and supermarkets. All they have to do is simply download the CityNexus app to enjoy these exclusive rewards.

	<p>Earn 5x* points with a minimum spend of \$20 at Basement 2 and Level 4 outlets.</p> <p><i>*Limited to the first 1,000 redemptions, 1 redemption per user. Not applicable for Money Changer and Zoomoov.</i></p> <p><i>Only applicable for the first successfully approved receipt, on a first-come-first-served basis.</i></p> <p><i>Maximum earnings of 1,000 points inclusive of bonus points per user per day.</i></p> <p><i>Other T&Cs apply.</i></p>
	<p>Earn 3x* points with a minimum spend of \$20 at all tenants, except for outlets on Basement 2 and Level 4.</p> <p><i>*Limited to the first 3,000 redemptions, 1 redemption per user.</i></p> <p><i>Only applicable for the first successfully approved receipt, on a first-come-first-served basis.</i></p> <p><i>Maximum earnings of 1,000 points inclusive of bonus points per user per day.</i></p> <p><i>Other T&Cs apply.</i></p> <p>Spend, earn and enjoy rewards through the CityNexus App. Sign up for free now!</p>



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With the March holidays just around the corner, be sure to check out these offerings at City Square Mall! Families looking for a taste of Hong Kong can head to **Yi Qian Hong Kong Cafe (#B1-01)**, where comforting bowls of wonton noodles, crispy roast meats, and dim sum make for a satisfying meal. For those craving a hearty Japanese feast, **Gyushi (#04-43)** serves up delicious, beefy gyudon bowls packed with rich umami flavours, while **Ippudo (#04-44)** delights ramen lovers with its signature tonkotsu broth and perfectly cooked noodles.

After a fulfilling meal, little ones can explore **One2Play (#02-K01)** for the latest toys and games, or unleash their creativity at **Star Arts (#02-K02)**, where art workshops provide a fun, hands-on experience.

With a host of exciting rewards and eco-friendly initiatives, City Square Mall hopes to educate shoppers on how small choices can create a big difference — all while making the most of their shopping experience at City Square Mall. With these sustainable activities lined up, City Square Mall continues to lead the way in sustainability by offering shoppers meaningful and engaging ways to make a positive impact.

For more details on the promotions and activities, visit www.citysquaremall.com.sg or check out City Square Mall's [Facebook](#) or [Instagram](#) page.

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About City Square Mall

With close to 200 retail, entertainment and lifestyle stores spread across 450,000 square feet, City Square Mall has every family's favourites including Adidas Outlet, Cotton On, Decathlon, Don Don Donki, Golden Village, MST Golf Super Store, NTUC FairPrice, and Uniqlo, as well as over 50 food and beverage outlets, including Food Republic and Hi Hot Pot. The mall is a one-stop destination for everyone in the family with a convenient location above Farrer Park MRT Station (NE8), numerous amenities and facilities, nursing and family rooms, diaper-changing stations and offers complimentary use of its baby strollers, kiddy carts and wheelchairs.

Offering the perfect ambience to shop and play amidst an eco-learning environment, City Square Mall is an ideal venue for 3-Generation (3G) families to interact and bond through its diverse retail mix to cater to the varied needs of families.

Consistently award-winning in the areas of family, retail and green leadership since its inception, City Square Mall is Singapore's first retail mall to be recognised and awarded with the BCA-MSF Universal Design Mark for Family-Friendly Business Platinum Award in 2018, and was awarded again in 2021, recognising its strong commitment to creating a family-friendly environment for shoppers. City Square Mall has also been awarded the BCA Green Mark Platinum award since 2007, showcasing the exemplary green projects. The mall is also the first retail space in Singapore to be bestowed with the top-tier Green Mark Pearl Prestige Award in 2018 for its strong commitment in achieving greater environmental sustainability.

In addition to these achievements, City Square Mall was recently awarded the Platinum Award for SG Cares Giving Week by National Volunteer And Philanthropy Centre (NVPC) for its efforts. A family-friendly hub that supports the community, the mall continues to provide a vibrant space for shoppers to connect and create lasting memories. City Square Mall is developed and managed by City Developments Limited.

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