

**MEDIA RELEASE**  
For Immediate Release

**CORE**  
TD SQUARE ● HOLT RENFREW

THE **CORE** PRESENTS  
T'was the  
*night* ● ✨

**October 17, 2011, CALGARY, AB** – On November 30, 2011, the CORE (TD Square/Holt Renfrew) will celebrate the start of the holiday season at Calgary's only downtown shopping centre with an event for all of Calgary to attend. This public event, **T'was the Night'**, will invite thousands into the CORE to shop exclusive one-night-only offers from CORE retailers; sample holiday-inspired beverages and cuisine; enjoy a headline performance by Juno Award Winning artist Chantal Kreviazuk; witness indoor fireworks and lighting of the CORE's stunning new Christmas Tree, the tallest of its kind in Canada.

"We are thrilled to host an event where the public can experience the "new" CORE in such a meaningful way," states Randy Ferguson, Vice President of 20 Vic Management Inc. "The recent redesign and renovation of the centre aimed to create an urban shopping experience that reflects the innovation and energy that defines Calgary but is also unique to the retail landscape in Canada. This event is created for Calgarians to re-familiarize themselves with the CORE, downtown Calgary and the charity organizations that are working so hard to better our city."

The event will be a 'give to get in' event. Tickets are just \$15.00 each and can be purchased online at [coreshopping.ca](http://coreshopping.ca) or at customer service in the CORE. **All ticket proceeds from the event will be donated to two charities** that are leading catalysts in the transformation of urban Calgary: The United Way of Calgary's next generation initiative 'BeCause' and the National Music Centre Project. BeCause is an initiative of the United Way of Calgary focused on engaging the next generation of community leaders in Calgary. The National Music Centre Project will establish Calgary as a national arts and culture champion. Both of these charities will be present at the event.

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What: **T'was the Night** – Downtown Calgary's Biggest Private Shopping Night in support of United Way's BeCause initiative and the National Music Centre

- Exclusive one-night-only offers from CORE retailers
- A performance by Juno Award Winning singer Chantal Kreviazuk
- Sampling of holiday beverages and cuisine
- Red Carpet hosted by Lainey Lui of LaineyGossip.com , Canada's favourite gossip and fashion blog
- FREE parking
- Spectacular tree-lighting and indoor fireworks

When: Wednesday, November 30, 2011

Red Carpet Welcome begins at 6:30pm

Where: The CORE, Calgary's only downtown shopping centre

Third Street Valet Entrance: 713 3<sup>rd</sup> Street SW

More on the event:

T'was the Night promises to be a spectacular evening out for Calgary. Guests will begin their evening with FREE parking at surrounding downtown parking lots and a red carpet welcome by Lainey Lui, from Canada's premiere gossip and fashion blog, LaineyGossip.com. After checking their coats, they will walk the red carpet with cameras flashing and have their photo taken for the CORE's style finders. Then it's off to the stores; each offering something special for one night only. Whether it be live music in HMV or special discounts at Brooks Brothers, shoppers will find exclusive offers and deals for everyone on their list. And to make holiday shopping a bit easier, the CORE's official gift guide bloggers and stylists will be on hand to suggest unique gifts for those tough to buy for family and friends.

Shoppers will also enjoy samples of holiday-inspired beverages and cuisine throughout the centre, not to mention a spectacular performance by Chantal Kreviazuk. The evening will be capped off with indoor fireworks and Calgary's newest holiday tradition; the lighting of the CORE's stunning 40-foot Christmas tree. Calgarians can get all of their holiday shopping down in one night and feel great doing it, because all ticket sales will support two local charities working to revitalize Calgary's downtown: BeCause, a next generation initiative of the United Way of Calgary, and the National Music Centre Project

#### **More on the new CORE:**

The CORE is Calgary's only urban retail destination. With an international retail collection, the CORE boasts 160 stores, including the flagship Holt Renfrew and Harry Rosen and next generation food facilities accommodating 900 people. The CORE offers an authentic indoor/outdoor urban experience through the largest point supported structural skylight in the world and living green walls throughout.

In the fall of 2011, the CORE, Calgary's only downtown shopping centre, completed its multi-million dollar renovation and cemented itself as the premiere shopping destination for Calgary. The design of the redevelopment project combines three city blocks into an urban streetscape in the heart of the city. The design of the food court dining area with living 'green walls', the incorporation of the renowned

Devonian Gardens, and the inclusion of the largest point-supported skylight in Canada that beams natural light on all floors of the centre were designed to achieve this.

For more information, visit [www.coreshopping.ca](http://www.coreshopping.ca). You can also follow the CORE on Facebook at [www.facebook.com/COREshopping](https://www.facebook.com/COREshopping) and on Twitter at [www.twitter.com/COREshopping](https://www.twitter.com/COREshopping).

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