

For Immediate Release



Put Your Denim to Work for Earth Day

Mississauga, ON (March 30, 2009) - In honour of Earth Day, Square One Shopping Centre is collecting previously used denim and having it recycled by Jasztext Fibres Inc., into ecologically friendly home insulation. The insulation will be donated to Habitat for Humanity for the construction of their first Mississauga home set to break ground this April. Yesterday's favourite jeans can finally serve a higher purpose!

'Project Denim' is a four-day denim drive beginning on Earth Day at 12 noon Wednesday April 22, 2009 - Saturday April 25, 2009 in Centre Court. On-going fashion shows and a special display showing a historical look at denim from the 1940's to present day, makes this event a worthwhile visit for the whole family.

Fab Denim and Shoes that Match:

Erika Larva (Producer of Toronto's LG Fashion Week Shows), will present mesmerizing "Still Modelling" Denim Fashion Shows twice daily in Centre Court. Two one-hour shows will feature *five live models* "frozen like mannequins" sporting the latest looks in denim and footwear from Square One retailers.

Show times:

Wednesday April 22	12:30 pm
Thursday and Friday April 23 - 24	7 pm
Saturday April 25	12 noon and 2 pm

Denim by the Decade:

Did you know? In the 40's jeans were for work wear only and called "waist overalls." In the 50's and 60's jeans became the official uniform of rebellion as per Marlon Brando and James Dean. In the 70's wide, flared bell-bottoms were popular, and in the 80's ripped, frayed and torn jeans were a normal sight. Now in 2009, we see a cradle to cradle use for our cotton denim that not only keeps it out of landfill, but gives it a new life ensuring our homes are energy efficient. Be sure to check out

the Retrospective Denim Showcases featuring a fascinating historical look at denim through the years.

To thank visitors for their used denim donation, they will receive a *Project Denim* Gift Package containing:

- A \$5 Gold Square One gift certificate
- Discount coupons for denim retailers
- An environmentally-friendly product sample

Marilyn Matthews, Executive Director, Habitat for Humanity comments:

"Habitat for Humanity Mississauga is very excited about the building of our first home this year. As we join with Square One on the upcoming initiative *Project Denim*, we are pleased to be partnering with such a community-minded organization. We know this will be an exciting and fun event for a great cause."

Project Denim (April 22 - 25) is the perfect occasion to donate your previously loved denim and feel great about your "green" contribution in celebration of Earth Day.

Public information: www.shopsquareone.com
Phone: 905. 279. SHOP (7467)

Square One Shopping Centre, which is managed by Oxford Properties Group, is located at Hwy. 403 and Hurontario Street in Mississauga and has just completed a \$45 million retail renovation. The dramatic renovations have resulted in a fashion-forward interior design that offers customers a cosmopolitan and vibrant shopping experience. Square One Shopping Centre offers over 1.6 million square feet of prime retail space, which translates into more than 300 of the most recognizable brand names.

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