



For immediate release

Canadian Shopping Centres raise over \$85,000 All proceeds to benefit Canada's Paralympic winter athletes

Vancouver, B.C. (April 13, 2010) – The Canadian Paralympic Committee (CPC) and Bentall LP announced today that their national Hands Up Canada campaign was a huge success, with fundraising and awareness of Canadian Paralympic Winter Athletes surpassing initial expectations.

This accomplishment was achieved via the efforts of Bentall LP managed shopping centres and its employees who participated in various fundraisers, hosted special events and athlete appearances.

“Our main goals in creating the “Hands Up Canada” campaign were to educate the communities that we serve about Paralympic sport and raise money to support our athletes,” said Bonney Rempel, regional director, Marketing Retail Services West, Bentall LP.

The website www.handsupcanada.com was created to assist with the goal of raising awareness of the Canadian Paralympic Committee and its athletes. Viewers could send a message of support to our athletes and were encouraged to enter a national contest to win a trip for 2 to the Paralympic Games. Of the 65,000 on-line entries received, Michelle Bradley, a retired physiotherapist from Calgary, AB won the Grand Prize VIP package which included airfare, accommodation, Team Canada gear and event tickets.

“My husband, Jay is recovering from two cancers this past year and he is (now) doing great. We are training for a mini-triathlon for cancer survivors and their care givers. In speaking to the Paralympians, we got a fresh look at our own abilities and courage to stay tough,” Brady gratefully expressed.

The Hands Up Canada campaign also engaged hundreds of students from across the nation, by asking them to decorate a “paper” hand. Shoppers at each participating mall were asked to sponsor a hand for a \$2.00 donation. In return, they received an uncirculated commemorative Paralympic quarter. In addition, a limited edition pin was created and sold for \$5.

“Thirty shopping centres across the nation linked together and supported our talented Paralympic athletes. Symbolically the “decorated” hands on display at each participating mall sent a powerful message of Canadian pride. We would like to thank everyone who generously supported our fundraising initiatives – collectively we tripled our fundraising goal,” said Domenic Imbesi, regional director, Marketing Retail Services East, Bentall LP.

“The 2010 Canadian Paralympic Team made history at the Vancouver 2010 Paralympic Winter Games. With 10 gold, 5 silver and 4 bronze medals they ranked third, the best finish ever for a Canadian team at a Paralympic Winter Games,” said Henry Storgaard, chief executive officer, CPC. “Their performances made all Canadians proud, and would not have been possible without the support of Bentall LP and its shopping centres across Canada.”

Participating Shopping Centres:

1000 ISLAND MALL, ON
BOWER PLACE, Red Deer, AB
CHAMPLAIN SQUARE, Vancouver, BC
COUNTRY HILLS TOWN CENTRE, Calgary, AB
DORVAL CROSSING EAST, Oakville, ON
DRIFTWOOD MALL, Courtenay, BC
INTERCHANGE PLAZA, Vaughan, ON
MILTON MALL, Milton ON
PARK & TILFORD, North Vancouver, BC
SHERIDAN CENTRE, Mississauga, ON
SUNWOOD SQUARE, Coquitlam, BC
THE VILLAGE AT VAUGHAN MILLS, Vaughan, ON
WESTGATE CENTRE, Maple Ridge, BC
WESTSHORE TOWN CENTRE, Langford (Victoria), BC
WILLOWBROOK SHOPPING PARK, Langley, BC

BENTALL CENTRE, Vancouver, BC
CAPILANO MALL, North Vancouver, BC
CLOVERDALE MALL, Etobicoke, ON
DALHOUSIE STATION, Calgary, AB
DORVAL CROSSING WEST, Oakville, ON
HAZELDEAN MALL, Kanata, ON
MARCHE CENTRAL, Montreal QC
NORTH HILL CENTRE, Calgary, AB
PARKGATE VILLAGE, North Vancouver, BC
SQUAMISH STATION, Squamish, BC
TAMARACK CENTRE, Cranbrook, BC
VILLAGE GREEN MALL, Vernon, BC
WESTMOUNT SHOPPING CENTRE, London, ON
WILLOWBROOK SHOPPING CENTRE, Langley, BC
WINDSOR CROSSING, LaSalle, ON

About Bentall LP



Bentall LP is the largest Canadian-based real estate advisory and services organization, with over \$16 billion in assets under management. Our business is built on a solid foundation of real estate knowledge and exacting fiduciary standards. Bentall serves major institutional and private investors, supplying a range of asset management, property management, leasing and development services to over 100 clients. For more information, visit www.bentall.com.

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