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ICSC recognizes 31 shopping centers as MAXI Award winners

May 20, 2009 - Retail

Thirty-one U.S. shopping centers were recognized for their marketing excellence at the 38th annual MAXI Awards program by the International Council of Shopping Centers, Inc.

These centers won either a MAXI Gold or Silver award in one of the following categories; Community Relations, Public Relations, Advertising, Sales Promotions and Events, Grand Opening/Expansion & Renovation, Business to Business, Alternative Revenue, Category Integration or Visual Merchandising. The awards were presented at a ceremony held on Wednesday, April 1st at the ICSC inaugural Fusion Conference. This year's winners were selected from a field of 358 entries from 32 countries, with 102 finalists in the MAXI Awards competition.

Sponsors of this year's MAXI Awards program were: The Cadillac Fairview Corporation Ltd., STAK Design Inc., StoreFinancial, Becker/egRetail, Ivanhoe Cambridge, Panzano & Partners, LLC, American Kiosk Management, Alexander Babbage, Macerich, Signature Premium Ideas, Spirit Halloween Superstores, SolarEx, Cherry Hill Photo Enterprises, Inc., Developers Diversified, Inland Western Retail Real Estate Trust, Inc., Able Engineering Services, Derse and The Millard Group, Inc.

The ICSC MAXI Awards program was established in 1972 to recognize the best in shopping center marketing. Judging for the MAXI Award winners is done by a panel composed of shopping center industry marketing experts.

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