



LET YOUR LIGHT SHINE

May 24, 2011

NEWS RELEASE

Kingsway Mall launches Fashion Intern Search *Internships open the door to fashion industry*

Edmonton, AB: Kingsway Mall is looking for people with a passion for fashion and an eye for style to enter the Kingsway Mall Style Council Fashion Intern Search competition. The three successful fashion interns will work with John "the Fashion Guy" Chwyl, Kingsway Mall's Director of Marketing, and will co-host TV spots, write fashion blogs, plan fashion shows, photoshoots and more!

The search begins on Tuesday, May 24th, 2011 via [Facebook](#) (Kingsway Mall), where entrants can submit their entries until June 12th. Based on written submissions, the public will be asked to vote on the candidates they think are best suited to be part of Kingsway Mall's new Style Council. On July 9th the top six finalists will compete "iron-chef" style to see which three will make the cut.

"We're looking for people with a passion for fashion, but who are also effective communicators whose enthusiasm is contagious," explains Chwyl, "These interns will make up Kingsway Mall's Style Council, representing and appealing to our various demographics and giving our shoppers insight into the hottest fashion trends."

The paid internships will comprise a minimum time commitment of ten hours a month, where the interns will report on current and seasonal fashion and product trends through various forms of traditional and social media. Interns will participate on the Style Council for nine months (September 2011 to June 2012). Men and women who breathe fashion, bleed style, and have a serious desire to make it in the fashion industry are encouraged to enter to be Kingsway Mall's Style Council Fashion Intern.

About Kingsway Mall

Kingsway Mall recently completed a \$70-million renovation that included a brighter appearance, a major food court upgrade, the incorporation of luscious soft seating throughout the mall and the addition of several environmentally friendly building features. Retailers such as H&M, Aritzia, Bath & Body Works, Costa Blanca, RW&CO., Victoria's Secret Pink, Bench and others have recently opened at Kingsway Mall. As part of its repositioning, Kingsway has officially dropped the word "Garden" from its name. Kingsway Mall is owned by OMERS (Ontario Municipal Employees Retirement System) and managed by Oxford Properties Group.

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