



devonshire<sub>mall</sub>

## **DEVONSHIRE MALL KICKS OFF ITS CANADA 150 CELEBRATIONS WITH AN EXCITING ART UNVEILING AND CONTEST LAUNCH**

*Devonshire Mall welcomes the people of Windsor-Essex County to join its Canada 150 festivities and Faces of Canada contest to win incredible prizes and celebrate national pride*

*May 1 – May 31, 2017*

**May 1, 2017** Windsor, ON – Devonshire Mall invites the people of Windsor-Essex County of all ages to join in its Canada 150 celebrations, commemorating our country's past, present and future. The official celebration kicks off with the unveiling of Devonshire Mall's one-of-a-kind Canada 150 art installation designed by local Canada 150 Art contest finalists, Andrea Mercier and Arlene Murphy. The exciting grand art reveal will take place on May 1 at 10:30am at Devonshire Mall, bringing community together in celebration of our national pride and love for the arts.

The significant installation will be on display for two months leading up to Canada Day celebrations, serving as a focal point and Canada 150 landmark in Devonshire Mall. Additionally, the art installation will provide a beautiful backdrop for Devonshire Mall's Canada 150 Faces of Canada contest taking place from May 1-31, 2017. As part of the Canada 150 Faces of Canada contest, shoppers are encouraged to take a picture with the installation and post it to their personal social media channels using the hashtag #FacesOfDevonshire for a chance to win exciting weekly prizes, including a \$50 Devonshire Mall gift card and specially-designed Canada 150 gift card pouch and lapel pin. Contestants will also be eligible to win a grand prize that will consist of a trip for two to any city in Canada with a six-night stay provided by the Fairmont Hotels & Resorts.

In addition to the art unveiling and Canada 150 Faces of Canada contest, Devonshire Mall and other 20VIC Management properties are selling limited-edition custom designed Canada 150 shopping centre gift cards. In true Canadian spirit, for every Canada 150 gift card sold, Devonshire Mall is donating \$1 to the Military Family Resource Centre, Windsor Detachment.

"We are thrilled that Devonshire Mall and 20VIC have given us the opportunity to create one of our unique collaborative artworks, in celebration of this once in a lifetime event honouring Canada's 150th birthday," says Canada 150 artist, Andrea Mercier and Arlene Murphy.

Devonshire Mall invites and encourages all Windsor and Essex County residents to get involved in its Canada 150 celebrations. Those interested can learn more at [devonshiremall.com](http://devonshiremall.com).

### **ART UNVEILING EVENT DETAILS:**

DATE: May 1, 2017

TIME: 10:30AM

INTERVIEW OPPORTUNITIES:

Chris Savard, General Manager

Karen Niforos, Marketing Director

Andrea Mercier and Arlene Murphy, Artists

LOCATION: Devonshire Mall, 3100 Howard Ave, Windsor, ON

FURTHER INFORMATION: Visit [devonshiremall.com](http://devonshiremall.com)

### **CANADA 150 FACES OF CANADA CONTEST DETAILS:**

DATES: May 1-31, 2017

ART INSTALLATION LOCATION: Devonshire Mall, 3100 Howard Ave, Windsor, ON

FURTHER INFORMATION: Visit [devonshiremall.com](http://devonshiremall.com)

### **STAY CONNECTED:**

Facebook: Devonshire Mall

Twitter: @devonshiremall

Instagram: @devonshiremall

Web: [devonshiremall.com](http://devonshiremall.com)

For further information, or to schedule interviews please contact:

Karen Niforos

Marketing Director

T: 519-966-3100 ext. 221

E: [kniforos@20vic.com](mailto:kniforos@20vic.com)