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*For immediate release*

## **In Uncertain Times, Shopping Locally Becomes a Priority for Torontonians**

**Toronto, Ontario** – With retailers weathering the economic crisis during the busiest shopping season of the year, many consumers are staying close to home for their holiday shopping this year. According to a recent survey conducted at Toronto shopping centre Gerrard Square, 57 per cent of shoppers are intentionally supporting local business due to the current state of the economy. Amidst the current climate of spending restraint, and with consumers expected to curtail discretionary spending even more in 2009, this show of consumer loyalty may come as a reprieve to local businesses experiencing a quieter-than-usual holiday shopping season.

“In times like these, people look to support businesses with whom they share a personal connection,” said Natasha Tiessen, Marketing Director, Gerrard Square. “We found that the overwhelming majority of respondents see Gerrard Square as not only a place to shop, but also as an important part of their community.”

Gerrard Square is home to a distinctly multi-cultural customer base - lying within walking distance of Greektown, East Chinatown and Little India - and provides a vivid snapshot of the ethnic mix that defines the city’s urban character. The centre is unique in that its culturally diverse consumer base uniformly recognizes Gerrard Square as an important part of the community (97 per cent).

### **About Gerrard Square:**

Gerrard Square is an enclosed shopping mall located at Pape and Gerrard in the east end of Toronto. Undergoing a multi-million dollar renovation, which saw the addition of several new stores and a completely renovated common area, Gerrard Square is now a unique mix of urban fashion, apparel and accessories with stores such as Winners, Home Depot, Staples, Zellers and more. It is owned and managed by Davpart Inc. Additional information on Gerrard Square is available [www.gerrardsquare.com](http://www.gerrardsquare.com)