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## Regency Square Wins Silver Award in ICSC's 2017 U.S. MAXI Awards

*National Awards Program Showcases Shopping Center Industry's Leading Events, Programs, and Technology*

**RICHMOND, May 31, 2017** – The International Council of Shopping Centers (ICSC) announced winners of the 2017 U.S. MAXI Awards. ICSC honored the winners on May 21 during a ceremony at RECon, the world's largest retail real estate convention held in Las Vegas. The MAXI Awards highlight the retail real estate industry's most innovative events, programs and technologies that add value to shopping centers and companies across the country. Regency Square in Richmond, VA received a Silver Award in the Traditional Marketing category, for Cause-Related Marketing Programs.

The U.S. MAXI Awards showcase the creative and innovative practices painting the picture for the future of the industry. The Traditional Marketing category leaders executed an award-winning strategy across a number of subcategories: cause-related marketing, integrated advertising campaigns, sales activation, grand openings/redevelopment/expansion/renovation, public relations, business-to-business and digital/social. Winners from coast-to-coast utilized myriad resources to re-energize centers and give back to their respective communities.

Regency Square won for their creative use of space by featuring the work of local professional artists Matt Lively and Hamilton Glass, 216 talented Douglas Freeman High School art students, and three outstanding art teachers. The two artists, in collaboration with the ninth through twelfth grade students, began with an original photo of Richmond's cityscape and its surrounding neighborhoods and transformed it into a mosaic piece of original work. Regency Square will display the mural permanently as a tribute to the local community.

For a complete list of finalists and winners, visit the ICSC MAXI Awards website: [www.icsc.org](http://www.icsc.org)

### **About Regency Square**

Regency Square is an 820,000 square foot climate controlled shopping destination recently acquired by a joint venture of two local development companies, Thalhimer Realty Partners and The Rebkee Company. Anchors include JCPenney, Sears and XXI Forever. Shopping hours are 10 a.m. to 9 p.m. Monday through Saturday, and 12 p.m. to 6 p.m. on Sunday. To learn more, visit [www.ShopRegencySqMall.com](http://www.ShopRegencySqMall.com), @ShopRegencySq on Twitter, or Facebook at ShopRegencySquare.

### **About ICSC**

The International Council of Shopping Centers (ICSC) is the world-wide trade association of the shopping center industry and serves the global retail real estate community. Their 70,000+ member network provides over 100 countries with invaluable resources, connections and industry insights, and work together to shape public policy. For more information about ICSC visit [www.icsc.org](http://www.icsc.org).

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