

**PRESS RELEASE**

## **Virtual Santa drops in for Christmas at Eastern Creek Quarter**

Christmas festivities start this week with major prizes to be won every day

- ◆ **Augmented reality Santa** on his way for COVID-safe photo opportunities
- ◆ **A cavalcade of all-age Christmas events and entertainment in store**
- ◆ ECQ is the **COVID-safe fun-filled place for locals** to embrace the festive spirit

### **SYDNEY, 27 NOVEMBER 2020**

'Tis the season to be jolly at Eastern Creek Quarter (ECQ), with a host of Christmas festivities coming to western Sydney's new shopping, dining and entertainment destination. Festive season at ECQ is headlined by a **Magical Christmas Cave** featuring an augmented reality Santa and a '12 Days of Christmas' competition, which runs from 10-21 December.

There'll be plenty of Instagrammable moments in ECQ's Magical Christmas Cave attraction and entry is free. It opens on 26 November and Santa arrives in augmented reality on December 1, with a bounty that's anything but imaginary. A host of little helpers will delight the young and young at heart, ensuring the festive spirit is alive and well at ECQ.

Then, during the '12 Days of Christmas', for local shoppers with the ECQ Rewards App, there's something to win every time they visit. Plus, each day there'll be a special golden ticket winner with major prizes such as TVs, smartphones, 12-month gym memberships, dinner vouchers and more on offer.

Throughout December, visitors will enjoy live festive entertainment each weekend, with performances by local artists and schools. They can immerse themselves in all-ages workshop events such as Christmas wreath making, children's Christmas decorations and house making, plus gingerbread decorating classes which are custom-designed to create Christmas magic at home – and it's all happening in COVID-safe way.

ECQ Centre Manager **Amanda Whittle** says that, given the importance of social-distancing, Santa's agreement to appear in augmented reality brings a novelty factor to festive photo opportunities.

"This is the first time that augmented reality Santa has made an appearance at ECQ, but his hyperreal appeal is certain to create long-lasting visual memories to share with family and friends," Ms Whittle says.

"The festive season brings even more buzz and extra fun to ECQ so we encourage everyone in the community to come down and get into the Christmas spirit with your local retailers."

Activity	Date	Cost
<b>Adult wreath workshop</b>	Thursday 3 December 5:30pm – 6:30pm 7:00pm – 8pm	\$10 per person, all proceeds will be donated to The Smith Family Christmas Appeal
<b>Kids Workshops</b>	Thursday 10 December Start every hour from 4pm – 7pm	\$5 per child, all proceeds will be donated to The Smith Family Christmas Appeal
<b>Gingerbread decorating</b>	Thursday 17 December Start every hour from 4pm – 7pm	\$5 per child, all proceeds will be donated to The Smith Family Christmas Appeal
<b>Magical Christmas Cave</b>	Opens Thursday 26 November. Santa arrives 1 December	Free
<b>12 Days of Christmas competition</b>	Thursday 10 – Monday 21 December	Free to enter

Download the ECQ Rewards App to tap into all the fun and prizes. The ECQ Rewards App helps shoppers accumulate points to be redeemed for vouchers and special offers, and to participate in competitions. Keep an eye on the [Facebook](#) and [Instagram](#) pages for all the latest news, competitions and promotions at ECQ.

With a full-line Woolworths supermarket, ECQ houses a mix of local concepts, quality brands and the unique ECQ Social precinct, with its covered and alfresco seating, outdoor deck, kids play area and large format outdoor digital screen.

Reflecting its high-profile Western Sydney Parklands location, ECQ is a global leader in environmental sustainability. Stage 1 has been awarded a 6 Star Green Star Design rating by the Green Building Council of Australia, representing world leadership.

Keep up to date with ECQ at:

Facebook: [www.facebook.com/easterncreekquarter/](http://www.facebook.com/easterncreekquarter/)

Website: [easterncreekquarter.shopping](http://easterncreekquarter.shopping)

Instagram: [@easterncreekquarter](https://www.instagram.com/easterncreekquarter)

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### About Frasers Property Australia

Frasers Property Australia Pty Limited is one of Australia's leading diversified property groups and is the Australian division of Frasers Property Limited. The company has over 90 years' heritage in Australia with activities covering the development of residential land, housing and apartments, commercial, retail, investment property ownership and management, and property management.

Being part of a multi-national company opens up a world of opportunities for our customers. Frasers Property Australia appreciates its customers and rewards their loyalty through Prosperity, a national customer care and loyalty program providing residential customers with generous purchase and referral rewards, plus benefits at Frasers Hospitality's serviced hotel residences and boutique lifestyle hotels around the world.

Sustainability is at the heart of our operations. The company creates places where resources are re-used, recycled and restored. It fosters new ideas to support people and the planet, and undertakes tangible initiatives to help people lead happier, healthier lives. Driven by a highly experienced team of people committed to delivering memorable experiences for our customers, the core values of our global group are *collaborative, respectful, progressive and real*.

For more information about Frasers Property Australia, visit [frasersproperty.com.au](https://frasersproperty.com.au).

## **About Frasers Property Limited**

Frasers Property Limited (“Frasers Property” and together with its subsidiaries, the “Frasers Property Group” or the “Group”), is a multi-national developer-owner-operator of real estate products and services across the property value chain. Listed on the Main Board of the Singapore Exchange Securities Trading Limited (“SGX-ST”) and headquartered in Singapore, the Group has total assets of approximately S\$38.7 billion as at 30 September 2020.

Frasers Property’s multi-national businesses operate across five asset classes, namely, residential, retail, commercial & business parks, industrial & logistics as well as hospitality. The Group has businesses in Southeast Asia, Australia, Europe and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in over 70 cities and 20 countries across Asia, Australia, Europe, the Middle East and Africa.

Frasers Property is also the sponsor of two real estate investment trusts (“REITs”) and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust are focused on retail, and industrial & commercial properties, respectively. Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) is a stapled trust focused on hospitality properties. In addition, the Group has two REITs listed on the Stock Exchange of Thailand. Frasers Property (Thailand) Public Company Limited is the sponsor of Frasers Property Thailand Industrial Freehold & Leasehold REIT, which is focused on industrial & logistics properties in Thailand, and Golden Ventures Leasehold Real Estate Investment Trust, which is focused on commercial properties.

The Group is unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging its people, knowledge and capabilities from across markets to deliver value in its multiple asset classes.

For more information on Frasers Property, please visit [frasersproperty.com](https://frasersproperty.com) or follow us on [LinkedIn](https://www.linkedin.com/company/frasers-property).

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