

GOLF MILL NAMED FINALIST FOR NATIONAL AWARD

Mall touted the Niles Teen Center, a tenant, in its application.

By [Pam DeFiglio](#)



The Niles Teen Center is located in Golf Mill Shopping Center. Credit [Pam DeFiglio](#)

[Golf Mill Shopping Center](#) has been nominated for a national award from the International Council of Shopping Centers because of its innovation in hosting the [Niles Teen Center](#).

The nomination is for a [MAXI award](#) for cause-related marketing for a shopping center over 1,000,000 square feet.

"The MAXI awards are for marketing campaigns for U.S. shopping centers," said Elana Krasner of the ICSC's Global Awards department. Cause-related marketing can often increase traffic in a mall, but malls also do it to assist good organizations such as the Niles Teen Center, she added.

Regina Verdico, Golf Mill's Director of Marketing and Business Development, said winning the award would be significant.

"The MAXI awards are national and international award recognition for the retail industry through the International Council of Shopping Centers (ICSC)," she explained in an email. "Golf Mill Shopping Center entered a submission for the Cause Marketing category and was chosen as a finalist. It is the most prestigious award in the shopping center industry."

Mark Williams, the director of the Niles Teen Center, said representatives from Golf Mill interviewed some of its young members and took some video of them in order to put together the application for the MAXI award. He also provided them with attendance figures and other documentation.

"Just being a finalist for the award is a great recognition of the great relationship between the Teen Center and Golf Mill," he said. The Teen Center is operated by the Village of Niles.

"It's my guess Golf Mill has a good chance to win because of the continuing partnership," he said, explaining that many of the other cause-related marketing award entries were for one-time events, while the Teen Center is permanently housed at the mall.

The ICSC will announce the MAXI winners March 31.

<http://www.icsc.org/usmaxiawards/2011%20US%20MAXI%20AWARD%20FINALISTS.pdf>