

Partnership's The Star

Golf Mill, Teen Center Earn National Award

Officials from Golf Mill Shopping Center and the Niles Teen Center were in Hollywood last week accepting the International Council of Shopping Centers' (ISCS) top national marketing award for the two organizations' ongoing partnership.

Golf Mill beat out 14 other national finalists to win the ISCS "Gold MAXI Award" in the "cause related marketing" category for partnerships that serve a charity or community need, interest or cause.

"Golf Mill is so honored to have received what is recognized as the industry's highest marketing honor by the International Council of Shopping Centers," said Golf Mill Marketing Director Regina Verdico. "The partnership with the Niles Teen Center is

a cutting edge idea that is being recognized by an international organization and perhaps will be implemented in malls nationally. We are so grateful for the Niles Teen Center and the support that both entities have been able to provide for one another."

"The key word here is partnership," said Teen Center Director Mark Williams.

Verdico, Williams, Golf Mill General Manager Michael Williams and Golf Mill marketing assistant Angelika Jurczyk hobnobbed with other honorees at a cocktail hour in the same hall where the Academy Awards are presented before attending the awards dinner in an adjacent banquet hall in the same complex on Thursday, Mar. 31.

A video montage shown of

the center showed iconic moments in the center's history, including a photo of a Journal reporter participating in the teen center's speaker's series last year.

Golf Mill and the teen center
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Niles Teen Center Director Mark Williams and Golf Mill Marketing Director Regina Verdico receive the International Council of Shopping Centers' national MAXI marketing award for cause related marketing in Hollywood, CA, on Thursday, Mar. 31.

Teen Center

(Continued from page 5A) will now compete for the ISCS international "Best of the Best" award that will be given at the ISCS' annual RECon convention in Las Vegas on Monday, May 23.

An ISCS press release cited the teen center's partnership with the mall as being so successful that it grew out of its space. When it did, Golf Mill and the village worked together to expand the teen center creating a "safe, supportive, healthy environment for growing community of Niles and its young residents," said the press release.