



Press release - For immediate release.

March 8, 2023

NEO signs a partnership agreement with the **Core Centre** and will launch its advertising concession in June 2023 in this prestigious downtown Calgary shopping centre, a property owned by **Ivanhoe Cambridge**.



Core is the premier shopping destination in downtown Calgary with renowned banners such as Holt Renfrew, Simons, Birks and Harry Rosen. Holt Renfrew has announced the long-term renewal of its lease at Core in a revitalized downtown. The architecturally stunning property features the largest structural glass roof in the world. With 615,000 square feet of retail space, it spans several streets, including the pedestrian-friendly 8th Avenue Southwest.

“We thank Ivanhoe Cambridge for this vote of confidence to launch its first advertising display program in the Core. We have designed several display solutions, landmark sites, digital networks and several specialty media formats. The Core will become Neo’s showcase for innovation in Calgary. This strategic asset will allow us to hire a sales manager in Calgary to boost this property and our overall portfolio in Western Canada,” said Luc Quétel, Executive Vice President and partner at NEO.

“We are pleased to begin a partnership with NEO, a Montreal-based Out-of-Home media specialist. With its expertise in shopping centre advertising, NEO will be able to deploy an advertising infrastructure that is worthy of this property and bring a touch of animation that will contribute to the energy of the Core centre,” said Julie Bourgon, head of shopping centres, Canada, at Ivanhoe Cambridge.

A tranquil haven, with its unique Devonian Gardens, the Core attracted 8.8 million visitors in 2022 from Calgarians and tourists alike. These consumers flock to enjoy this indoor urban oasis with over 500 trees and 50 varieties of plants. Finally, its food hall located on the 4th floor, the largest in downtown Calgary, the Core attracts affluent professionals from the many office towers. Several towers are directly connected to the Core such as TD Canada Trust, Dome Tower, Home Oil Tower, Banker’s Hall, etc.

To learn more about our presence at the Core, contact us at sales@neo-oooh.com.

About NEO

NEO (neo-ooh.com) offers four leading display networks in Canada. NEO Shopping (malls), NEO ON THE GO (gas stations and convenience stores), NEO FITNESS (fitness centres) and NEO MOBILE (geo-targeted advertising via mobile). Our network is established in over 450 locations across Canada, 8 provinces and 150 municipalities and includes over 3,750 advertising faces.



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