

Outlets opening draws huge crowd

By **LISA TALLYN**
Staff Writer

Shoppers flocked to the grand opening of the new Toronto Premium Outlets last Thursday.

Lineups at some of the more popular outlets, such as Nike Factory Store, started at about 7 a.m. and by the time the centre opened at 9 a.m. the parking lot was full.

But that didn't deter shoppers eager to get a peek at the first Premium Outlets centre in Canada. With the temporary overflow parking lot in the field across from the centre too wet for parking, people decided to park along Eighth Line. By about 11 a.m. the lineup of cars stretched nearly up to Five Sideroad.

Shortly after noon OPP tweeted that traffic was backed up in both directions on Hwy. 401 at Trafalgar Rd. and was advising people not to drive on the shoulder and to use an alternative exit to the centre located at Steeles Ave. at Trafalgar.

The Centre, operated by Simon Property Group and Calloway REIT, features 85 outlet stores including many top Canadian, American and British brands, many of which have never offered outlet shopping in Canada before. Retailers opening their first outlet stores in Canada here include Hudson's Bay Outlet,

Cole Haan, Columbia Sportswear, Icebreaker, Kate Spade New York, Polo Ralph Lauren, Restoration Hardware and Ted Baker London. Other stores include Banana Republic, Bench, Bose, Brooks Brothers, Coach, Eddie Bauer, J. Crew, Lucky Brand Jeans and Tom's Place.

During the opening ceremony Toronto Premium Outlets General Manager Megan Johnson welcomed everyone.

"The biggest part of this event is the wonderful collection of stores, the fantastic fashion, the excellent prices. Everything you ever loved about shopping is happening here today at our grand opening," said Johnson.

She said it had been a "wonderful journey from the very quiet farmer's field" that is now home to the 900,000 sq. ft. centre.

Steve Dworkin, of Simon Property Group, said they were proud to bring the best of what Premium Outlets has to offer to Halton Hills and Halton Region.

"Now all our Canadian shoppers can experience the best of outlet shopping without crossing the border," said Dworkin.

He said the centre will "attract millions of shoppers" every year and they looked forward to being

part of the Halton Hills community and a good neighbour.

They demonstrated that philosophy during the opening celebration by presenting a \$100,000 cheque to the Stay Home and Play campaign for the expansion of Mold-Masters SportsPlex and Acton arena.

"What a kick-off that is," said an elated Halton Hills Mayor Rick Bonnette.

"Today is a special day. It's a great day for Halton, it's a great day for Halton Hills, and a better day for shoppers," said Bonnette. "This is going to be a flagship for Halton Hills for many years to come."

He praised Halton Hills council and Town staff for their efforts in bringing the centre to fruition.

"We knew the deadline was Aug. 2 and we made it happen," said Bonnette.

"I never thought we were going to make this deadline but we did it," said Halton Region Chair Gary Carr.

Shoppers seemed impressed with centre.

"I think it's really nice," said Georgetown resident Lindsay Fasken. "It's a good selection of stores."

Kendra Zilkey, also of Georgetown, said she liked the "openness" of the centre located on Steeles Ave. at Trafalgar Rd.

"It's better than being at a mall." Milton resident Julia Mickus and Arabella Shales of Oakville, both studying fashion marketing in California, liked what they saw.

"I live in the U.S. nine months of the year, it reminds me of the California outlets," said Mickus.

"I think it's a good representation of what the stores are trying to project," said Arabella Shales.

"It doesn't feel like an outlet mall. It's very clean and modern. I think it will do well."



Mayor Rick Bonnette (centre) accepts a cheque for \$100,000 for the Stay at Home and Play arena expansion project from (left) John R. Klein, President, Simon Property Group's Premium Outlets division and Huw Thomas, President and CEO, Calloway REIT.

Photo by Ted Brown

WNV found in Halton Hills

Continued from pg. 1

Areas where people live are more likely to have mosquitoes that carry WNV. The types of mosquitoes that transmit WNV to humans most commonly breed in urban areas where man-made items that hold water such as bird baths, plant pots, old toys, and abandoned car tires are abundant.

The following are steps that residents can take to protect themselves and their families from mosquitoes:

- Cover up. Wear light-coloured, long-sleeved shirts and pants with tightly-woven fabric.
- Avoid being outdoors from early evening to morning when mosquitoes are most active and likely to bite, as well as at any time in shady, wooded areas.
- Reduce mosquito breeding sites around your home by getting rid of all water-filled containers and objects. Change the water in bird baths at least once per week.
- Use an approved insect repellent, such as one containing DEET.
- Make sure your window and door screens are tight and without holes, cuts or other openings.

A map showing the locations of standing water sites that have had larvicide applied is available on the Health Department's website at www.halton.ca/wnv.

To report standing water or for more information about West Nile virus, please dial 311 or call Halton Region at 905-825-6000, toll free 1-866-442-5866, or e-mail wnv@halton.ca.

Lineups were the norm for the opening day of the Toronto Premium Outlets last Thursday. OPP reported traffic was backed up on Hwy. 401 from Trafalgar Road to Hwy. 410 at one point.



Photo by Ted Brown

HASSELL

AUTOMOTIVE SALES & SERVICE

45 Mountainview Road North
Georgetown, Ontario
905.877.7958

e-mail: hassellsauto@bellnet.ca
www.hassellautomotive.com

Warranty



2005 Ford F150 XLT
• Auto - 8 cyl
• A/C • Certified & E-Tested
\$14,900
+ HST/LIC

Warranty



2005 Chevrolet Cobalt LS

- Auto 4 Cyl
- A/C
- Certified & E-Tested

\$7,650
+ HST/LIC

Warranty



2008 Hyundai Accent

- Standard 4 Cyl.
- AM/FM CD Player
- Certified & E-Tested

\$7,950
+ HST/LIC

Warranty



2004 Chevrolet Cavalier

- Auto 4 Cyl.
- A/C
- Certified & E-Tested

\$5,575
+ HST/LIC

CALL

Dave

