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133 Castlereagh Street
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www.stockland.com

Stockland launches special Mother's Day campaign, 'Let Us Be There For You'

Ahead of Mother's Day this Sunday, Stockland is recognising the incredible contribution from all mums across the country, now more than ever, with its new Mother's Day campaign, 'Let Us Be There For You'.

The campaign praises, celebrates and thanks mums across the country who are always 'there' for their loved ones, as they manage new challenges and juggle more hats. Australians are invited to explore Stockland's series of creative and inspiring ideas to treat their mum or grandmother this year.

Ben Allen, GM Customer and Group Marketing at Stockland, said: "The intent behind this year's campaign was to give a shout out to all the wonderful mums and help families connect this Mother's Day, no matter where they are physically.

"We know that some mums may be finding current times tough, wearing many hats all at once – teacher, mother, work-from-home employee or critical front line worker. We hope to inspire Australians to get creative in how they choose to celebrate their mums this year.

"Some families may be fortunate to be able to spend Mother's Day together, while others may have to connect with their mums remotely, or think of special ways to show how much they care and are thinking of them.

The campaign offers ideas to 'be there' for mum in person, remotely, or even to leave a gift for someone who's self-isolating.

Mr Allen continued: "We know that our mums have been there to boost us up during challenging times. They've made us strong and kept us safe. They've been there when we've needed them most.

"That's the inspiration behind this year's campaign – to 'Let Us Be There For You' as our mums have been for us."

Australians can explore the online series by visiting www.stockland.com.au/mum, and find a special gift for mum by visiting their nearest Stockland retail centre's website.

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About Stockland: Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia's largest diversified property group – owning, developing and managing a large portfolio of shopping centres, residential communities, logistic centres, business parks, office assets and retirement living villages. Stockland is rated as one of the most sustainable real estate companies in the world by the Dow Jones Sustainability World Index (DJSI). Stockland is also an Employer of Choice for Gender Equality, as recognised by the Workplace Gender Equality Agency www.stockland.com.au