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STOCKLAND CELEBRATES ALL THOSE WHO MUM THIS MOTHERS' DAY

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Stockland has released an inspirational [Mothers' Day Campaign](#), launching across its national social and owned media channels to an audience of over 380,000 people.

The emotional content-led campaign, titled 'To all those who mum', celebrates all forms of mothering, both traditional and non-traditional, and encourages shoppers to thank the mother figure in their life.

Ben Allen, General Manager Marketing at Stockland, said: "At Stockland, we are strong supporters of diversity and feel it is important to recognise the many different mother figures that we see in our communities from step mums, to single parents, grandmothers and foster mums, and all those in between.

"We saw an opportunity to explore what it means to mother, by turning the word from a noun to a verb to celebrate all those who mum.

"With this in mind we collaborated with CX Lavender to create a heart-warming campaign that recognised all types of mums on their special day, including those who often go unnoticed, compelling viewers to think about and thank all the mother figures in their life."

As a local extension of the campaign, all 39 Stockland shopping centres have today launched an editorial and portrait series that celebrates the faces of mums from across Australia.

The series features a collection of stories from mother's around the country, who have been photographed and asked what being a mother means to them. This emotive content will be shared across the Stockland shopping centre websites and social media channels as well as feature in pop-up galleries at several Stockland centres.

Ben Allen continues, "With over 420,000 customers visiting a Stockland shopping centre every day, we see Mother's Day as an opportunity to celebrate women and the diversity of motherhood. We truly hope this year's campaign will inspire people to acknowledge, thank and celebrate the incredible women who've helped raise them."

For customers who might be stuck for ideas this Mothers' Day Stockland has also created a series of blog posts to help shoppers find a bespoke gift for the mother figure in their life.

The 'To all those who mum' video can be viewed at: www.stockland.com.au/mum and on Stockland's YouTube channel www.youtube.com/stockland

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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, retirement living villages, office and industrial assets. Stockland was recognised by the S&P Dow Jones Sustainability Indices (DJSI) as a global real estate leader for 2016-17 demonstrating world leadership across the areas of stakeholder engagement, customer relationship management, supply