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**Make magical memories at the Simon Experience at Haywood Mall this holiday season**

*Avoid lines by reserving a magical moment with Santa online; popular Caring Santa® event and Pet Photo Night offer special opportunities for photos with Santa*

**GREENVILLE, S.C. (October 25, 2016) –** Eager children and their families can experience the joy and magic of the holiday season with a visit to the Simon® Santa Photo Experience at Haywood Mall. Children can visit and be photographed with Santa beginning November 2 – December 24 in Center Court.

Save time, avoid the line with **Santa by Appointment**! Now you can reserve your magical moment with Santa online at [**simon.noerrsanta.com**](http://noerrsanta.com/simon/)**.**

“One of the great traditions of holiday shopping at Haywood Mall is the annual family visit to the Simon Santa Photo Experience,” said Sarah Brocker, director of marketing and business development at Haywood Mall. “I know Santa can’t wait to greet children bringing him their holiday wishes.”

Haywood Mall will also provide children with special needs and their families with an opportunity to enjoy a carefully managed Santa photo experience through the **Caring Santa program**. Caring Santa events have expanded from seven Simon malls in 2011 to 110 Simon malls today, a new high, reflecting the positive impact of this unique program. Caring Santa will occur on Sunday, November 20 and Sunday, December 4 prior to mall opening. Guests can register in advance at [bit.ly/HaywoodCaringSanta2016](http://bit.ly/HaywoodCaringSanta2016).

The popular **Pet Photo Night** returns to the Simon Santa Photo Experience at Haywood Mall this year. Many pet owners view their pet as an integral member of the family and are just as committed in caring for their pets as their “human” family members. Pet Photo nights are hosted after regular mall closing and the set gets an extensive cleaning following the event to remove any potential risk to allergy sufferers. Pet Photo Night at Haywood Mall will be on Sunday, December 11 from 6:30 – 8:30 p.m. Reservations can be made by visiting [bit.ly/HaywoodPetPhotos.](http://bit.ly/HaywoodPetPhotos)

The Simon Santa Photo Experience is again sponsored by The Gymboree Corporation. The Gymboree Corporation is a specialty retailer operating stores selling high-quality apparel and accessories for children under the Gymboree, Gymboree Outlet, Janie and Jack, and Crazy 8 brands.

The 2016 Simon Santa Photo Experience and Pet Photo Night is also sponsored by Universal Pictures Home Entertainment which is celebrating the highly-anticipated release of “The Secret Life of Pets,” available on Digital HD November 22 and on Blu-ray and DVD December 6. Come visit the Simon Santa Photo Experience and receive a fun-filled activity sheet, a custom The Secret Life of Pets holiday headband and watch highlights from the movie.

This holiday season, Simon invites everyone to celebrate “The Joy of Giving.” Giving is contagious and this season Simon invites everyone to pass that spirit on and ‘Give Love,’ ‘Give Sparkle,’ ‘Give Warmth’ and ‘Give Fun.’ Join Simon to experience the season’s good cheer with the best of holiday shopping and entertainment.

Guests to every Simon Photo Experience will have another opportunity to share Santa’s heart by making a donation via The Noerr Programs to **Save the Children**. For nearly 100 years, this non-profit has given underserved children in the U.S. a healthy start, the opportunity to learn and protection from harm. Since this program began five years ago, Noerr has collected over $1,000,000 largely due to the generosity of Simon shoppers.

About Simon

Simon is a global leader in retail real estate ownership, management and development and a S&P100 company (Simon Property Group, NYSE:SPG). Our industry-leading retail properties and investments across North America, Europe and Asia provide shopping experiences for millions of consumers every day and generate billions in annual retail sales. For more information, visit simon.com.

**About Universal Pictures Home Entertainment**

Universal Pictures Home Entertainment (UPHE) is a unit of Universal Pictures, a division of Universal Studios ([www.universalstudios.com](http://www.universalstudios.com/)). Universal Studios is a part of NBCUniversal, one of the world’s leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

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