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FOR IMMEDIATE RELEASE

**Haywood Mall to bring good cheer with annual holiday Tree Lighting, Friday, December 1**

*Guests can enjoy Grill Marks’ iconic burgers and live entertainment by Steel Toe* *Stiletto*

GREENVILLE, S.C. (November 27, 2017) – The Greenville community is invited to ring in the holidays at Haywood Mall with the second annual Holiday Tree Lighting on Friday, December 1 from 4 – 9 p.m.! Featuring live entertainment headlined by Steel Toe Stiletto, local food, a kid's zone and more, attendees will experience the magic when Santa arrives at 8:30 p.m. to light the 30-foot cedar tree. The Holiday Tree will be located between Macy’s and Sears for shoppers to enjoy throughout the holiday season!

“The best way to celebrate this festive time of year is by being with family and friends,” said Sarah Brocker, director of marketing and development at Haywood Mall, “Considering the turnout from last year’s holiday tree lighting, we anticipate another fun event that the Greenville community will enjoy.”

To kick off the tree lighting ceremony, Haywood Mall will host festivities starting at 4 p.m. including a Salvation Army kids zone with inflatables, letters to Santa station, crafts and a special visit from Mrs. Claus! Live, local music will also be playing throughout the evening, including Hampton Park Elementary School, Greenville Little Theater Performance, Greenbriar Elementary School, Trevor Hewitt Band and headliner Steel Toe Stiletto. Steel Toe Stiletto is a premium events band based in Greenville, S.C. They are known for their party ready covers and infectious ability to fill an empty dance floor. The band has performed at over 150 celebrations in the southeast over the last two years and is excited to add the Christmas tree lighting to the list.

"We're are so excited to kick-off the holiday season with the Haywood mall! Steel Toes Stilettos is all about celebrating people and being part of a community and this event is the perfect opportunity for us to do that," said Rose Angela, lead singer of Steel Toe Stiletto.

While getting into the holiday spirit, guests can also enjoy local food from food trucks, vendors and the newly opened Grill Marks at the event! Grill Marks is a sophisticated burger joint, serving the best burgers in the Upstate and Columbia. Each burger is made using the freshest ingredients and a custom blend Certified Angus Beef burger patty.

Haywood Mall will also offer a Salvation Army Donation Station between the Macy’s and Sear’s entrances. The community is invited to help a local child in need this holiday season by adopting an Angel from the tree or donating a new, unwrapped toy. Donations will be taken throughout the Holiday Tree Lighting celebration from 4 – 9 p.m. Those who donate a new toy during the Holiday Tree Lighting celebration will receive $5 off a photo package with Santa.

**About Haywood Mall**

Haywood Mall is the preeminent shopping center in South Carolina. Serving a six-county, upstate trade area, Haywood Mall is a two-level, enclosed, super-regional shopping center and is located off I-85, a main North-South interstate between Atlanta, Ga. and Charlotte, N.C. Offering a spectacular shopping experience for discerning consumers, Haywood Mall features five anchor stores: Sears, Belk, Dillard’s, JCPenney and Macy’s, and includes shopper favorites such as Apple, Banana Republic, Coach, J.Crew, Francesca’s Collection, Sephora, Williams-Sonoma and many others. For a map and store listings, as well as directions, events and job listings, visit [www.simon.com](http://www.simon.com) or call 864-288-0512. Visit Haywood Mall on [Facebook](https://www.facebook.com/haywoodmall1?fref=ts), [Twitter](https://twitter.com/HaywoodMall) and [Instagram](http://instagram.com/haywoodmall).

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