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|  | **Contact:**  Katie Clark  404-233-3993  [kclark@bravepublicrelations.com](mailto:kclark@bravepublicrelations.com) |
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SIMON® AND DISNEY JUNIOR COLLABORATE ON 'DISNEY JUNIOR PLAY DATES' AT HAYWOOD MALL

**GREENVILLE, S.C. (October 25, 2017)** — **Haywood Mall**, a Simon property, has announced exciting new family programming in collaboration with Disney Junior. Launching this month, **‘Disney Junior Play Dates’** will take place in 80 shopping centers across the country. The initial ‘Disney Junior Play Dates’ at Haywood Mall will be held on **October 31** from **6 – 9 p.m**.

Along with Haywood Mall’s Boo Bash festivities, there will also be a “Vampirina” episode viewing station, a coloring station and giveaways! Disney Junior's newest animated series "Vampirina," is about a young vampire girl and her family who have recently moved from their home in Transylvania to Pennsylvania.

More Disney Junior Play Dates’ events will be featured throughout the year and include on-mall activities around Holiday, Easter, and other seasonal celebrations.

Many of Simon’s best-known properties around the country are participating in this program including The Westchester (New York), Northshore Mall (Boston), Opry Mills (Nashville), Grapevine Mills (Dallas), Woodfield Mall (Chicago), The Florida Mall (Orlando), Del Amo Fashion Center (Los Angeles), Stanford Shopping Center (San Jose), and King of Prussia (Philadelphia).

“Haywood Mall has long championed a commitment to delivering family-friendly programming,” said Sarah Brocker, director of marketing and business development at Haywood Mall**,** “and teaming up with Disney Junior is the latest fulfillment of that pledge. We couldn’t be more excited to join forces with the world’s leading entertainment company on these exciting family events and themed play areas.”

About Simon

Simon is a global leader in the ownership of premier shopping, dining, entertainment and mixed-use destinations and an S&P 100 company (Simon Property Group, NYSE:SPG). Our properties across North America, Europe and Asia provide community gathering places for millions of people every day and generate billions in annual sales. For more information, visit [simon.com](http://simon.com/).

**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).

**About Disney Junior**

Disney Junior reflects the emotional connection generations of consumers have to Disney storytelling and Disney characters, both classic and contemporary. It invites mom and dad to join their child in the Disney experience of magical, musical and heartfelt stories and characters while incorporating specific learning and development themes designed for kids age 2-7. Disney Junior's series blend Disney's unparalleled storytelling and characters kids love deeply with learning, including early math, language skills, healthy eating and lifestyles, and social skills. In the U.S., Disney Junior is a daily programming block on Disney Channel and a 24-hour channel reaching over 71 million U.S. homes. In total, there are 37 Disney Junior channels in 27 languages around the world.