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Easter Bunny photo experience coming soon to Atlanta-area Simon centers

Families can also visit the Caring Bunny – a special event in a subdued environment tailored to children with special needs

ATLANTA (January 31, 2018) – Simon®, a global leader in retail real estate, is hosting its annual Easter celebration festivities at **Mall of Georgia, Sugarloaf Mills** and **Town Center at Cobb**, offering Atlanta-area families the chance to participate in traditional and special seasonal events. The Bunny Photo Experience begins February 24 at Town Center at Cobb, March 9 at the Mall of Georgia and March 16 at Sugarloaf Mills – all photos run through Saturday, March 31. Kids will have the chance to visit with the Bunny and take home a treasured snapshot of the fun occasion.

Easter Bunny Photo Experience locations are as follows:

- **Mall of Georgia:** Photos available from March 9-31 in Von Maur Court
- **Sugarloaf Mills:** Photos available from March 16-31 in the Food Court
- **Town Center at Cobb:** Photos available from February 24 – March 31 in Center Court

Families can save time and avoid the line with Bunny by Appointment! To make reserve an appointment with Bunny online, visit simonbunny.com.

"We love to hold family friendly events and we always look forward to watching children interact with the Bunny at Easter," said Teresa Holloway, director of marketing and business development at Mall of Georgia.

The Caring Bunny™ event will offer families that have children with special needs a subdued environment to participate in the Bunny Photo Experience. Caring Bunny, the largest program of its kind, has been developed by Simon and is guided by AbilityPath.org, a national online resource hub and special needs community. Over 90 Simon® properties will host the Caring Bunny this season. Promotional assistance for Caring Bunny has been provided by Autism Speaks.

Many steps will be taken to reduce sensory triggers, creating a more comforting environment for children's cherished visit with the Bunny. The subdued environment is likely to include:

- Turning off in-mall music, stopping escalators located near the photo set, dimming the lights and shutting down fountains for the duration of the event.
- Eliminating queue lines through the use of a numbering system whereby guests approach the set when their number is called.
- Special activities geared toward the needs of the child during the 'wait' period to help the child understand what activities will occur during the visit.

Caring Bunny dates and locations are as follows:

- **Mall of Georgia:** *Sunday, March 11 from 9:30-11:30 a.m. at the Easter Bunny Set in Von Maur Court.* For convenient access, families should enter through the Savvii Formal Wear entrance. Reservations are required. To reserve a Caring Bunny session, visit simon.com/mallofgeorgia.
- **Sugarloaf Mills:** *Saturday, March 24 from 8:30-10 a.m. at the Easter Bunny Set in the Food Court.* For convenient access, families should enter at Entry 2 or 5. To reserve a Caring Bunny session, visit simon.com/sugarloafmills.

- **Town Center at Cobb:** *Sunday, March 11 and Sunday, March 18 from 10:30 a.m.-noon at the Easter Bunny Set in Center Court.* For convenient access, families should enter through the Food Court's main entrance between Belk and JCPenney. To reserve a Caring Bunny session, visit simon.com/towncenteratcobb.

Pet Photo Night returns to the Bunny Photo Experience 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. The set gets an extensive cleaning following the event to remove any potential risk to allergy sufferers.

Pet Photo Night dates and locations are as follows:

- **Mall of Georgia:** *Sunday, March 25 from 6-8 p.m. at the Easter Bunny Set in Von Maur Court.* For convenient access, pet owners should enter through the Savvii Formal Wear entrance. Reservations are required. To reserve a session, visit simon.com/mallofgeorgia.
- **Sugarloaf Mills:** *Saturday, March 17 from 10 a.m.-noon at the Easter Bunny Set in the Food Court.* For convenient access, pet owners should enter at Entry 2 or 5. To reserve a session, visit simon.com/sugarloafmills.
- **Town Center at Cobb:** *Sunday, March 25 from 6:30-8 p.m. at the Easter Bunny Set in Center Court.* For convenient access, pet owners should enter through the Food Court's main entrance between Belk and JCPenney. To reserve a session, visit simon.com/towncenteratcobb.

The Simon Bunny Photo Experience is again sponsored by GYMBOREE GROUP. The GYMBOREE GROUP 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.

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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 AbilityPath.org

AbilityPath.org is an online hub and special needs community for parents and professionals to learn, connect and live a more balanced life. The website combines social networking features with expert content from AbilityPath.org's team of educators, parents, therapists and medical professionals. AbilityPath.org was created by [Community Gatepath](http://CommunityGatepath), a nonprofit with over 90 years of experience serving families and children with special needs by fostering hope, dignity and independence. AbilityPath.org may also be found on [Facebook](https://www.facebook.com/AbilityPath.org) and [Twitter](https://twitter.com/AbilityPath.org).

About Autism Speaks

Autism Speaks is the world's leading autism science and advocacy organization. It is dedicated to funding research into the causes, prevention, treatments and a cure for autism; increasing awareness of autism spectrum disorders; and advocating for the needs of individuals with autism and their families. Autism Speaks was founded in February 2005 by Suzanne and Bob Wright, the grandparents of a child with autism. Mr. Wright is the former vice chairman of General Electric and chief executive officer of NBC and NBC Universal. Since its inception, Autism Speaks has committed more than \$500 million to its mission, the majority in science and medical research. Each year *Walk Now for Autism Speaks* events are held in more than 100 cities across North America. On the global front, Autism Speaks has established partnerships in more than 40 countries on five continents to foster international research, services and awareness. To learn more about Autism Speaks, please visit AutismSpeaks.org.