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Simon Announces Activation: Simon Supports Education

*Give the Gift of Education at Haywood Mall*

GREENVILLE, S.C. (May 31, 2018) – Simon, a global leader in retail real estate ownership, is proud to support Simon Youth Foundation (SYF) in its efforts to increase educational opportunities for students of all backgrounds through Simon Supports Education. The movement incorporates several activations designed to engage shoppers in SYF’s mission.

SYF operates more than 30 non-traditional high schools called Simon Youth Academies across the country, including one at Haywood Mall. SYF also provides renewable scholarships to graduating seniors in communities where there is a Simon property.

Since its inception in 1998, Simon Youth Foundation has helped more than 15,660 students at risk of dropping out of high school graduate, and has awarded nearly $17 million in scholarships. Simon Supports Education encourages shoppers to help SYF continue this incredible legacy.

“Simon Youth Foundation is a national organization, but we can feel the benefit of its efforts right here at home,” said Brandi Crowe at Haywood Mall. “We are incredibly proud to invite our shoppers to join us in supporting this incredible organization.”

This year, Haywood Mall will present Serena Gilmore from T.L. Hanna High School in Anderson, S.C. with a $1500 scholarship. Gilmore plans to study Biomedical Engineering at Clemson this fall.

Haywood Mall is now offering community members the opportunity to support local students, scholarships and academies through several planned activities and activations, such as:

Simon Gift Card Purchases: $1 from every SYF Simon Visa gift card purchase will support scholarship and graduation programs in the community. These eye-catching cards are the perfect gift for every graduate on your list this spring.

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Wishing Well: Toss coins into the Wishing Well, located in front of Apple, to honor and celebrate a recent local graduate.

“Simon Youth Foundation believes all youth, no matter their personal circumstances, should have the opportunity and resources to pursue their dreams through education, and that financial reasons should never prevent students from achieving their goals,” said Dr. J. Michael Durnil, President and CEO of SYF. “We are humbled to have the incredible support of our corporate partner, Simon, and its Simon Supports Education movement.”

**About SYF**

As Simon’s charity of choice, Simon Youth Foundation® (SYF) fosters and improves educational opportunities, career development and life skills to transform the lives of at-risk youth. SYF is a national nonprofit that partners with local public school districts to build high schools called Simon Youth Academies inside Simon malls, which provide students at risk of dropping out of high school with the personalized support they need to graduate. Since 1999, Simon Youth Academies have maintained a 90 percent high school graduation rate, helping thousands of students earn their high school diplomas. SYF also awards more than $1 million in scholarships annually to graduating seniors in Simon mall communities to further their education. Learn more at [syf.org](http://www.syf.org) or by following SYF on Facebook (@SimonYouthFoundation), Instagram (@SimonYouthFoundation), Twitter (@Simon\_Youth) or LinkedIn.

**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.

**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 or call 864-288-0512. Visit Haywood Mall on Facebook, Twitter and Instagram.

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