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**\*\*MEDIA ADVISORY\*\***

**North Georgia Premium Outlets to host third annual Christmas in July Beach Ball Drop, July 14**

*Local families are invited to enjoy tunes from DJ Crazy Mike, beach ball drop, kids zone and more!*

**Dawsonville, Ga. (July 5, 2018) –** Shoppers are invited to get a head start on holiday lists with **North Georgia Premium Outlets** as it celebrates the spirited season early with a **Christmas in July Beach Ball Drop,** presented by Troncalli Automotive, on **Saturday, July 14** from **11 a.m. – 5 p.m.** Area families and friends can catch tunes by DJ Crazy Mike from 1-4 p.m. in Sundial Court, located near American Eagle Outfitters, while enjoying every day savings of up to 65 percent off at top brands, including adidas, Nautica, Saks Fifth Avenue OFF 5TH, kate spade new york and more. Promptly at 4 p.m., DJ Crazy Mike will lead the countdown to the drop of 1,500 beach balls. Located adjacent to Children’s Court, the Dawson County Visitors Bureau Kids Zone will also have complimentary face painting, a balloon artist and more!

Members of the VIP Shopper Club will have exclusive access to holiday treats, giveaways and more, while supplies last, in the VIP Shoppers Club lounge, located in the Gazebo adjacent to Brooks Brothers. To register for the VIP Shopper Club, visit [premiumoutlets.com/vip](https://www.premiumoutlets.com/vip).

**WHAT: North Georgia Premium Outlets Christmas in July Beach Ball Drop**

*Event presented by Troncalli Automotive*

**WHEN: Saturday, July 14**

11 a.m. – 5 p.m.\*

 *\*DJ Crazy Mike will play from 1-4 p.m.; beach ball drop at 4 p.m.*

**WHERE: North Georgia Premium Outlets**

 800 U.S. Highway 400 S.

Dawsonville, GA 30534

**HOW:** This event is FREE and open to the public!

For more information, visit [premiumoutlets.com/northgeorgia](http://www.premiumoutlets.com/northgeorgia) or follow along on [Facebook](https://www.facebook.com/northgeorgiapremiumoutlets/) [Twitter](https://twitter.com/NorthGeorgiaPO), and [Instagram](https://www.instagram.com/northgeorgiapo/).

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