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**For More Information:**

Carly Dennis/Becca Meyer

BRAVE Public Relations

404-233-3993

cdennis@bravepublicrelations.com /

bmeyer@bravepublicrelations.com

**FOR IMMEDIATE RELEASE**

**Gaffney Premium Outlets and Haywood Mall spread holiday cheer with seasonal activities!**

*Greenville-area Simon centers unwrap festive fun with Santa photos, events and entertainment for the whole family*

**GREENVILLE, S.C. (October 27, 2016) –** Do you hear what I hear? To help families get in the holly jolly holiday spirit, **Gaffney Premium Outlets** and **Haywood Mall** are hosting a variety of seasonal activities and entertainment all November and December long! With special charitable programs, entertainment, photos with Santa and more, Greenville-area Simon centers offer a magical holiday experience for the whole family!

**Gaffney Premium Outlets (1 Factory Shops Boulevard / 864-902-9900 /** [**Facebook**](https://www.facebook.com/gaffneypremiumoutlets) **/** [**Twitter**](https://twitter.com/GaffneyPO) **/** [**Instagram**](https://instagram.com/premiumoutlets/)**)**

* **Friends & Family Shopping Event:** *November 4 – 14* – Simon’s VIP Shopper Club members will receive extra discounts and deals during this event to kick off the holiday shopping season. Shoppers can sign up for the Simon VIP Shopper Club by visiting [premiumoutlets.com/vip](https://www.premiumoutlets.com/vip/). Exclusive member benefits include online coupons and extra deals on top of the everyday savings of 25 to 65 percent at Gaffney Premium Outlets.
* **20th Anniversary Celebration**: *November 12* – The community is invited to celebrate Gaffney Premium Outlets’ 20th Anniversary with fun for the entire family including inflatables, live entertainment, food trucks and sidewalk sales. The festivities will take place from 12 – 4 p.m. in the parking lot in front of Gap.
* **“Giving” Shopping Events:** Gaffney Premium Outlets will offer extra savings on this season’s hottest gifts during a series of three shopping events in December:
	+ **Give Sparkle:** *December 1-4 -* Accessories, jewelry and watches
	+ **Give Fun:** *December 8-11 -* Gifts for the entire family
	+ **Give Warmth:** *December 15-18 -* Winter apparel, outerwear and activewear

Gaffney Premium Outlets will also welcome the following stores for the ho-ho-holiday season:

* **Bling –N-Things** – Shoppers will find the perfect sparkle and shine for everyone on their “nice list” with beautiful jewelry and accessories.
* **Snowtime Shaved Iced** – Available on the weekends, shoppers can take a break from the hustle and bustle of shopping with the arctic chill of shaved ice for a winter wonderland experience.
* **Custom Embroidery** – Just in time for the holidays, Custom Embroidery has expanded into a larger space to help shoppers make every gift personal.

**Haywood Mall (700 Haywood Rd. / 864-288-0521/** [**Facebook**](https://www.facebook.com/haywoodmall1?fref=ts) **/** [**Twitter**](https://twitter.com/HaywoodMall) **/** [**Instagram**](http://instagram.com/haywoodmall)**)**

* **Photos with Santa:** *November 2 – December 24* – Shoppers can visit the magical Santa Photo Experience in Center Court to capture the spirit of the season with Santa! Families are invited to share their Christmas wish list and take home a special photo – perfect for holiday cards and lasting memories. For more information about the Santa Photo Experience or to make an appointment, please visit [simon.noerrsanta.com](http://simon.noerrsanta.com/).
	+ **Caring Santa:** *November 20 and December 4* **–** Caring Santa will be held at the Santa Set in Center Court during private mall hours from 9 a.m. – 11 a.m. Caring Santa is a private event designed for children and young adults with special needs to have an opportunity to visit Santa to have their photos taken. Haywood Mall will make necessary adjustments to the environment to support the sensory, physical and other developmental needs of children of all abilities for this special event. To access this private event, families can enter the mall through the Palmetto Moon entrance. Reservations can be made by visiting [bit.ly/HaywoodCaringSanta2016](http://bit.ly/HaywoodCaringSanta2016).
	+ **Pet Photo Night:** *December 11* **–** From 6:30 – 8:30 p.m.,shoppers are invited to bring their four-legged, furry friends to visit with Santa in Center Court and to take frame-worthy holiday photos! Guests are asked to use the entrance near Palmetto Moon. No exotic pets, please. Reservations can be made by visiting [bit.ly/HaywoodPetPhotos.](http://bit.ly/HaywoodPetPhotos)
* **The Salvation Army ‘Tis the Season Kickoff:** *November 18* – Celebrate the season of giving! Local families and friends are invited to join The Salvation Army in the JCPenney Court at 6 p.m. on Friday, November 18 for a holly jolly event to kick off the holidays! Guests can experience the Angel Tree lighting, a fun photo booth, Christmas Carols, the Red Kettle Kick-off and more!
* **The Salvation Army Angel Tree:** *November 18* – *December 11* – Haywood Mall partners with The Salvation Army for the annual Angel Tree program, which provides new clothing and toys for children of families in need. For more information, please visit [simon.com/haywoodmall](http://www.simon.com/mall/haywood-mall).
* **The Salvation Army Red Kettle Campaign**: *November 18 – December 24* – Shoppers interested in supporting The Salvation Army and making a donation to those in need can visit bell ringers located at the main mall entrances.
* **Sounds of the Season:** During November and December,shoppers can enjoy live music and performances from local choirs and performance groups.
* **Simon Kidgits Club Breakfast with Santa:** *December 3* – Little ones will revel in the magic of the holidays from 8 – 10 a.m. in Belk Court with this annual Kidgits event! Children can enjoy a FREE breakfast along with festive activities, face painting and one-on-one time with Santa himself! For more information, please visit [www.simon.com/kidgits](http://www.simon.com/kidgits).
* **Cookies with Mrs. Claus**: *December 17 –* Santa’s little helpers are invited to join Mrs. Claus for a special meet and greet from 2 – 4 p.m. in Belk Court Children can enjoy FREE cookies as they share their holiday wishes with magnificent Mrs. Claus and take part in a winter wonderland of holiday activities.

**About Simon**

Simon is a global leader in retail real estate ownership, management and development and an 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.

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