



FOR MORE INFORMATION:

Chelsea Bohannon
BRAVE Public Relations, 404-233-3993
cbohannon@bravepublicrelations.com

FOR IMMEDIATE RELEASE

Celebrate the magic of the season with holiday festivities at Atlanta-area Simon centers

Calhoun Premium Outlets, Lenox Square, Mall of Georgia, North Georgia Premium Outlets, Phipps Plaza, Sugarloaf Mills and Town Center at Cobb to offer activities aplenty for area shoppers

ATLANTA (October 26, 2016) – Atlanta-area Simon centers will celebrate the holly jolly season with a plethora of festive fun for families this winter! Throughout November and December, shoppers are invited to indulge in spirited events like the Macy's Great Tree Lighting, Santa arrival celebrations, holiday blood drives and more! With so much merriment in store, **Calhoun Premium Outlets, Lenox Square, Mall of Georgia, North Georgia Premium Outlets, Phipps Plaza, Sugarloaf Mills and Town Center at Cobb** are sure to make spirits bright during the most wonderful time of the year!

Calhoun Premium Outlets (455 Belwood Rd. / 706.602.1305 / [Facebook](#) / [Twitter](#) / [Instagram](#))

- **The Salvation Army Angel Tree Program:** *Beginning in December*
Calhoun Premium Outlets will partner with The Salvation Army for the annual Angel Tree program, which provides new clothing and toys for children of families in need. Please check premiumoutlets.com/calhoun for program location and schedule.
- **Friends & Family Shopping Event:** *November 4-14*
Simon's VIP Shopper Club members will receive extra special discounts and deals during this event to kick-off the holiday shopping season. Guests can sign up for the Simon VIP Shopper Club by visiting premiumoutlets.com/vip. Exclusive member benefits include online coupons and extra savings on top of the everyday 25 to 65 percent at Calhoun Premium Outlets.
- **"Giving" Shopping Events:** *December 1-4, 8-11 and 15-18*
Calhoun 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 active wear

Lenox Square (3393 Peachtree Rd., N.E. / 404-233-6767 / [Facebook](#) / [Twitter](#) / [Instagram](#))

- **Macy's Pink Pig:** *October 29 – January 1*
Squeals of laughter will soon return, as Macy's Pink Pig spreads holiday cheer to families this winter! Guests are invited to ride along with Priscilla and her friends as they embark on a fairy-tale adventure. Tickets are available at the Macy's Pink Pig kiosk located between Abercrombie & Fitch and Godiva on the Upper Level. For the 2016-2017 schedule, visit simon.com/lenoxsquare.
- **Photos with Santa:** *November 4 – December 24*
Families and friends are invited to capture their special holiday moments with Santa on the brand-new holiday set in the Macy's Court. For photo set hours and more information, visit simon.com/lenoxsquare.
 - Pet Photos with Santa:** *November 13 from 7-9 p.m.*
Shoppers aren't the only ones invited to meet Santa! On November 13, guests are welcome to bring their beloved four-legged companions for pictures with 'Ole St. Nicklaus in the Macy's Court. Guests can enter the mall through the Main Mall Entrance near Sprinkles and Nike. Guests are to refrain from bringing reptiles or exotic animals. Advance registration on [Eventbrite](#) is recommended.
 - Caring Santa:** *December 4 from 8-10 a.m.*
Caring Santa is a private event designed for children and young adults with special needs and their families to have an opportunity to have their photos taken with Santa. Lenox Square has made necessary adjustments to the environment to support the sensory, physical and other developmental needs of children of all abilities for this special event. The event will be held during private mall hours in the Macy's Court in order to provide a calmer, sensory-friendly environment. Due to this, families are asked to enter the mall using the Main Mall Entrance in between Sprinkles and Nike. Guests can register in advance on [Eventbrite](#).

- **Macy's Great Tree Lighting:** *November 20 at 7 p.m.*
The 69th annual landmark event takes place in the heart of Lenox Square with live musical performances, entertainment and fun! Thousands of locals will gather for this special and unforgettable Thanksgiving tradition.
- **The Salvation Army Angel Tree Program:** *November 25–December 10 from 11 a.m. –8 p.m.*
Lenox Square will once again host The Salvation Army for the annual Angel Tree program, which provides new clothing and toys for children of families in need. Representatives will be available Monday –Saturday from 11 a.m. –8 p.m. Visit simon.com/lenoxsquare for the 2016 program location.
- **Holiday Pedicabs:** *November 11 –December 31*
The popular and festive shopping transportation will return weekends this November. The service will provide complimentary Pedicab rides between Lenox Square and Phipps Plaza.

Mall of Georgia (3333 Buford Dr. / 678-482-8788 / [Facebook](#) / [Twitter](#) / [Instagram](#))

- **Photos with Santa:** *November 3 –December 24*
Families are invited to stop by the Mountain Court to capture the spirit of the holidays in a photo with Santa – perfect for holiday cards to send to friends and family! Simon Kidgits members receive a special discount. Coupons are available at Simon Guest Services or the Santa Set. Check simon.com/mallofgeorgia for Santa's day-to-day schedule and make an appointment by visiting noerrisanta.com/simon/.
 - **Pet Photos with Santa:** *November 27 and December 11 from 8-10 p.m.*
Sit. Stay. Pose. Guests are invited to bring their four-legged friends to visit with Santa and take frame-worthy holiday paw-traits on the Santa Set! Shoppers are asked to use the entrance between Savvii Formal Wear and G by Guess, as well as refrain from bringing reptiles or exotic animals. To RSVP, visit [Eventbrite](#).
 - **Caring Santa:** *December 4 from 8:30-10 a.m.*
Caring Santa is a private event designed for children and young adults with special needs and their families to have an opportunity to have their photos taken with Santa. Mall of Georgia has made necessary adjustments to the environment to support the sensory, physical and other developmental needs of children of all abilities for this special event. The event will be held during private mall hours in the Von Maur Court in order to provide a calmer, sensory-friendly environment. Due to this, families are asked to enter the mall using the Main Mall Entrance in between bebe and Bachrach. Guests can register in advance on [Eventbrite](#).
- **Holiday Spectacular:** *November 19 from 5-9 p.m.*
The most wonderful time of year is almost here! Shoppers are invited to join Mall of Georgia from 5-9 p.m. in the Village to welcome Santa Claus! In honor of his merry arrival, guests will be entertained with holiday-themed performances, the annual 50-foot Christmas tree lighting and a special *Movie Under the Stars* presentation of "How the Grinch Stole Christmas" on a 55-foot screen! Attendees are welcome to bring chairs and blankets. Plan to come early, grab a seat and watch as this magical tradition spreads holiday cheer to all who are near! For more information, visit simon.com/mallofgeorgia.
- **The Salvation Army Angel Tree Program:** *November 25 –December 10*
Mall of Georgia will once again host The Salvation Army for the annual Angel Tree program, which provides new clothing and toys for children of families in need. This year's Angel Tree will be located on the lower level near Gap. Representatives will be available Monday –Saturday from 11 a.m. –8 p.m. Visit simon.com/mallofgeorgia for more information.
- **Red Cross Blood Drives:** *November 25-27; December 10-11 and December 23-24 from 12-5 p.m.*
Mall of Georgia invites shoppers to celebrate the season of giving by donating blood! Trained Red Cross staff will collect donations from 12 – 5 p.m. in the Upper Level near Dick's Sporting Goods. Visit redcrossblood.org to schedule an appointment in advance, and enter code 'moga' for Mall of Georgia. For more information, visit simon.com/mallofgeorgia.
- **Simon Holiday Photo Booth:** *December 3, 10 and 17 from 11 a.m. –7 p.m.; December 24 from 11 a.m. –6 p.m.*
Located in the Center Court, the Simon Holiday Photo Booth will allow families and friends to capture the Yuletide joy with fun photo opportunities.
- **Tree of Memories:** *November 25 –December 24*
This season, the United Hospice Foundation will spread love and warmth to all shoppers with the Tree of Memories! Guests are invited to visit the trees and place a favorite memory of a lost loved one on the tree in order honor and remember them. The Tree of Memories will be located on the Upper Level near Macy's. Visit simon.com/mallofgeorgia for more information.
- **Sounds of the Season:** *December 8 and 9 from 11 a.m. –2 p.m.*
Local community, church and school groups will put on festive holiday performances in the Food Court for shoppers to get in the spirit of the season.
- **Simon Kidgits Club Breakfast with Santa:** *December 3 from 8:30-10 a.m.*
Share the most important meal of the day with the jolliest of Christmas guests! Families are invited to eat breakfast with Santa in the Food Court, as well as enjoy activities, holiday crafts and story time with man in red

himself. This annual event is presented by Simon Rewards, a new program that rewards shoppers with special perks, prizes and more. Reservations are required to attend and must be submitted by Friday, November 25. Reservations are available to Simon Rewards members only. To RSVP, redeem the offer from the "My Rewards" tab in the Simon Rewards app or at a Mall of Georgia Simon Rewards kiosk, located on the upper or lower level Center Court in the mall. To learn more about Simon rewards or to become a member, visit simon.com/mallofgeorgia.

North Georgia Premium Outlets (800 GA- 400 / 706-216-3609 / [Facebook](#) / [Twitter](#) / [Instagram](#))

- **Photos with Santa:** *November 18 – December 24; Monday through Saturday from 10 a.m. – 9 p.m. (Santa feeds reindeer from 2-3 p.m. and 5-6 p.m.); Sunday from 11 a.m. – 7 p.m. (Santa feeds his reindeer from 3-4 p.m.)*
Families will get in the holiday spirit by with festive photos taken with Santa! Visit premiumoutlets.com/northgeorgia for more information.
 - **Pet Photos with Santa:** *December 11 from 6-8 p.m.*
Shoppers are invited to bring their furry friends to meet Santa and have the paw-fect holiday photo taken in the Food Pavilion. Guests are to refrain from bringing reptiles or exotic animals, and all animals in attendance should be leashed. Shoppers should enter through the South entrance. To register, visit [Eventbrite](#).
 - **Caring Santa:** *December 4 from 9-11 a.m.*
Caring Santa is a private event designed for children and young adults with special needs and their families to have an opportunity to have their photos taken with Santa. North Georgia Premium Outlets has made necessary adjustments to the environment to support the sensory, physical and other developmental needs of children of all abilities for this special event. The event will be held during private hours in the Food Pavilion in order to provide a calmer, sensory-friendly environment. Guests can register in advance on [Eventbrite](#).
- **The Salvation Army Angel Tree Program:** *November 23 – December 10*
North Georgia Premium Outlets will once again host The Salvation Army for the annual Angel Tree program, which provides new clothing and toys for children of families in need. Representatives will be available Monday – Saturday from 11 a.m. – 8 p.m. Visit premiumoutlets.com/northgeorgia for the 2016 program location.
- **Friends & Family Shopping Event:** *November 4-14*
Simon's VIP Shopper Club members will receive extra special discounts and deals during North Georgia Premium Outlets' kick-off event for the holiday shopping season. Guests can sign up for the Simon VIP Shopper Club by visiting premiumoutlets.com/vip. Exclusive member benefits include online coupons and extra savings on top of the everyday 25 to 65 percent at the Premium Outlets.
- **Give Love Holiday Photo Booth:** *December 3, 10 and 17 from noon-5 p.m.*
Snap a seasonal (FREE!) photo in the Give Love Holiday photo booth located in the Food Pavilion.
- **"Giving" Shopping Events:** *December 1-4, 8-11 and 15-18*
Shoppers will receive extra savings on this season's hottest gifts during a series of three events in December at North Georgia Premium Outlets:
 - **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 active wear*

Phipps Plaza (3500 Peachtree Rd. NE / 404-262-0992 / [Facebook](#) / [Twitter](#) / [Instagram](#))

- **Photos with Santa:** *November 1 – December 27*
Families and friends are invited to capture holiday cheer with everyone's favorite jolly man in the red suit! Reservations for Santa photos are only available at santaatphipps.com.
- **Sounds of the Season/Holiday Community Day:** *December 10 from 10 a.m. – 6 p.m.*
As part of Phipps Plaza's Eighth Annual Holiday Community Day, families are welcome to celebrate the season with a day of live entertainment from local Atlanta organizations in Monarch Court. For more information, visit simon.com/hippsplaza.

Sugarloaf Mills (5900 Sugarloaf Pkwy / 678-847-5000 / [Facebook](#) / [Twitter](#) / [Instagram](#))

- **Santa Arrival Celebration:** *November 19 from 10 a.m. – 12 p.m.*
Families can ring in the ho-ho-holidays on November 18 with Santa, seasonal crafts and more Yuletide fun! The event is FREE and located near the brand-new Santa Set in the Food Court.
- **Photos with Santa:** *November 18 – December 24*
Sugarloaf Mills invites all the good boys and girls to take pictures with Santa this holiday season in the Food Court. Visit simon.com/sugarloafmills for more information.
 - **Pet Photos with Santa:** *November 27 and December 11 from 7-8 p.m.*
Pets are family too! Shoppers are invited to bring their furry friends to have photos taken with Santa during the festive season. Guests should use Entry 4 and refrain from bringing reptiles or exotic animals. Advance registration on [Eventbrite](#) is recommended.

- **Caring Santa:** *December 4 from 9:30-11 a.m.*
Caring Santa is a private event designed for children and young adults with special needs and their families to have an opportunity to visit Santa and have their photos taken. This December, guests can look forward to breakfast, holiday crafts and quality time with the man in red. Reservations are required to attend. To reserve a spot, visit [Eventbrite](#).
- **The Salvation Army Angel Tree Program:** *November 25–December 10*
Sugarloaf Mills will once again host The Salvation Army for the annual Angel Tree program, which provides new clothing and toys for children of families in need. Representatives will be available Monday –Saturday from 11 a.m. –8 p.m. Visit simon.com/sugarloafmills for the 2016 program location and schedule.
- **Kidgits Breakfast with Santa:** *December 3 from 9-11 a.m.*
Families are invited to join Sugarloaf Mills' winter wonderland December 3 in the Food Court. FREE for Simon Kidgits Club Members; membership is free, and people can sign up at the event. Visit simon.com/sugarloafmills for more information.

Town Center at Cobb (400 Barrett Pkwy. / 770-424-9486 / [Facebook](#) / [Twitter](#) / [Instagram](#))

- **Santa Arrival Celebration:** *November 4 from 5:30-7:30 p.m.*
Leap into the holiday spirit with Town Center at Cobb's annual Santa Arrival Celebration! Shoppers can gather outside the Food Court Main Entrance (between Belk and JCPenney) at 6 p.m. to welcome St. Nick with a festive parade of reindeer, stilt walkers and a magical snowfall. Guests can also look forward to face painting, games, giveaways and more! Photo opportunities will be available until 9 p.m. in Center Court for all wishing to visit with Santa, and the first 200 people to visit with Kris Kringle will receive a special gift. In addition, shoppers can have their photos taken with his trusty reindeer outside of the mall. For more information, please visit simon.com/towncenteratcobb.
- **Photos with Santa:** *November 4–December 24*
Capture those special holiday moments with Santa! He will be stationed in Center Court for photo opportunities. Check simon.com/towncenteratcobb for his schedule! Photo packages start at \$24.99.
 - **Pet Photos with Santa:** *November 13 and 27 from 6-8 p.m.; December 11 from 8-10 p.m.*
Furry friends are invited to "rub noses" and take photos with Santa on November 13, November 27 on the and December 11 in Center Court. Guests are to refrain from bringing reptiles or exotic animals and should enter the mall through the Food Court's main entrance between Belk and JCPenney. For advanced registration, visit [Eventbrite](#).
 - **Caring Santa:** *November 20 from 10:30 a.m. –Noon and December 4 from 9-11 a.m.*
Caring Santa is a private event designed for children and young adults with special needs and their families to have an opportunity to visit Santa and have their photos taken. Town Center at Cobb 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. Both events will be held on the Santa Set. Register online at [Eventbrite](#) to attend.
- **The Salvation Army Angel Tree Program:** *November 25–December 10*
Town Center at Cobb will once again host The Salvation Army for the annual Angel Tree program, which provides new clothing and toys for children of families in need. This year's Angel Tree will be located in the Upper Level Center Court, and representatives will be available Monday –Saturday from 11 a.m. –8 p.m. Visit simon.com/towncenteratcobb for more information.
- **Red Cross Blood Drives:** *November 25-27 from 12-5 p.m. and December 23, 24 and 26 from 12-5 p.m.*
Get in the spirit of the giving season by joining Town Center at Cobb for its annual holiday blood drive! Trained Red Cross staff will be collecting donations from 12-5 p.m. on the Upper Level JCPenney Wing. Visit redcrossblood.org to schedule an appointment in advance, and enter the code 'tcac' for Town Center at Cobb.
- **Kidgits PJ Party with Santa:** *December 10 from 1-3 p.m.*
Who's ready for a high-energy, holiday PJ party!? Milk and cookies will be served and party attendees will enjoy activities, games and giveaways. As a special surprise, Santa himself will make an appearance! FREE for Simon Kidgits Club Members; membership is free, and guests can sign up at the event. The PJ Party will be held on the Upper Level JCPenney Wing. Visit simon.com/towncenteratcobb for the 2016 schedule.
- **Holiday Gift Wrapping:** *November 25–December 24*
Save time this holiday season! Drop off newly purchased gifts at the Oakwood Gift Wrap booth – located on the Lower Level Macy's wing – and have them packaged by the time you leave! Visit simon.com/towncenteratcobb for pricing, as well as the holiday schedule.
- **Sounds of the Season:** *select dates in December*
Local organizations and schools will share holiday performances throughout the season for shoppers to enjoy. Visit simon.com/towncenteratcobb or facebook.com/towncenteratcobb for a list of scheduled appearances.

To learn more about holiday happenings at Atlanta-area Simon centers, visit www.simon.com.