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**FOR IMMEDIATE RELEASE**

**Atlanta-area Simon centers to host “Vampirina”-themed Disney Junior Play Date**

**ATLANTA (October 3, 2018) – Mall of Georgia, North Georgia Premium Outlets** and **Town Center at Cobb** invite the community to a **"Vampirina"-themed Disney Junior Play Date event**. Aimed to entertain and delight children of all ages, the event will take place at Mall of Georgia on **Saturday, October 13** and at North Georgia Premium Outlets and Town Center at Cobb on **Saturday, October 27.**

Disney Junior's hit animated series "Vampirina" tells the story of Vampirina (aka "Vee"), a lovable young vampire girl, as she faces the joys and trials of being the new kid in town after her family moves from Transylvania to Pennsylvania. Inspired by Disney Publishing's popular children's book series "Vampirina Ballerina," the series airs on Disney Channel and Disney Junior and is also available on the DisneyNOW app.

During the "Vampirina"-themed Disney Junior Play Date event, families will participate in a variety of activities, including spooky family fun and activities based on Vampirina and everyone’s favorite Disney Junior pals. This event does not include live character appearances. The fun begins at the Atlanta-area centers during the following dates and times:

* **Mall of Georgia –** Saturday, October 13 from 1-3 p.m. in Von Maur Court
* **North Georgia Premium Outlets** – Saturday, October 27 from1-3 p.m. in Sundial Court
* **Town Center at Cobb –** Saturday, October 27 from 6-8 p.m. in Center Court

In addition, all attendees to the Play Date will have a chance to win a $50 Shopping Spree from the Disney store at Mall of Georgia, North Georgia Premium Outlets and Town Center at Cobb! Guests are invited to share their Disney Junior Play Date photos on social media using the hashtag #DisneyJuniorPlay!

Simon® has created a national collaboration with Disney Junior to host Disney Junior Play Dates in approximately 100 Simon Malls®, Mills® and Premium Outlets® across the country. Disney Junior Play Dates will be held quarterly featuring a different Disney Junior character to coincide with key shopping periods.

 **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](http://simon.com/).

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