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FOR IMMEDIATE RELEASE

**Show off the season's hottest styles with back-to-school at
Atlanta-area Simon centers**

*Lenox Square, Mall of Georgia, North Georgia Premium Outlets, Phipps Plaza and
Town Center at Cobb will kick-off the season with enormous savings and events*

ATLANTA (July 23, 2018) – *Time to gear up for back-to-school season! Lenox Square, Mall of Georgia, North Georgia Premium Outlets, Phipps Plaza and Town Center at Cobb* are all offering a variety of events and enormous savings to help shoppers stock up on summer and fall fashions at the most sought-after brands.

"Shoppers can look forward to a variety of deals and trends when shopping with Simon for back-to-school," said Carol Cox, area director of marketing and business development of Lenox Square and Phipps Plaza. "With gift card giveaways, fashion events and the season's sizzling styles, the metro-area Atlanta community is in for a treat when they visit their local Simon center!"

Back-to-school center-specific hours and events include:

Lenox Square

3393 Peachtree Road NE / Atlanta / (404) 233-6767 / [Facebook](#) / [Twitter](#) / [Instagram](#)

- Regular Hours: Monday - Saturday (10 a.m. - 9 p.m.); Sunday (11 a.m. - 7 p.m.)
- Guests are encouraged to visit the 'Deals' section on simon.com/lenoxsquare for a full list of back-to-school offers and events.
- **'Better Than Tax Free' Weekend**
Saturday, August 4 - Sunday, August 5
Shoppers will receive a \$25 Simon American Express Giftcard when they spend \$150 or more at select retailers, including Aeropostale, Topshop/Topman and Zara. Only one per guest while supplies last. Visit Simon Guest Services, located near Starbucks, for more details.

Mall of Georgia

3333 Buford Drive NE / Buford / (770) 271-9458 / [Facebook](#) / [Twitter](#) / [Instagram](#)

- Regular Hours: Monday - Saturday (10 a.m. - 9 p.m.); Sunday (noon - 6 p.m.)
- Guests are encouraged to visit the 'Deals' section on simon.com/mallofgeorgia for a full list of back to school offers and events.
- **Back to School Fashion Event**
Saturday, August 4 (2-4 p.m.)

Mall of Georgia is offering a sneak peek at the hottest back-to-school trends! Located in Von Maur court near Sephora, guests will enjoy on-stage fashion segments, a DJ, photo booth, beauty stations, giveaways and more! At 2 p.m. and 3 p.m., the first 100 Mall Insiders will receive a goody bag.

- **'Better Than Tax Free' Weekend**

Saturday, August 4 - Sunday, August 5

Shoppers will receive a \$25 Simon American Express Giftcard when they spend \$150 or more at select retailers. Limit one per guest per day for the length of the promotion while supplies last. Visit Simon Guest Services, located near the Dining Pavilion, for more details and a list of participating retailers.

North Georgia Premium Outlets

800 Highway 400 S. / Dawsonville / (706) 216-3609 / [Facebook](#) / [Twitter](#) / [Instagram](#)

- Regular Hours: Monday - Saturday (10 a.m. - 9 p.m.); Sunday (11 a.m. – 7 p.m.)
- Guests are encouraged to visit the 'Deals' sections on premiumoutlets.com/northgeorgia for a full list of back to school offers and events.
- **VIP Reward Days: Summer of Likes Event**
Saturday, July 28 – Sunday, July 29
- VIP Shopper Club members experience their favorite brands in a new way through unexpected, personalized takeaways and activations, such as themed photobooths, interactive games, engagement walls, pop-up bars, gifting stations and more! To sign up for the FREE VIP Shopper Club, visit premiumoutlets.com/vip.
- **'Better Than Tax Free' Weekend**
Friday, August 3 - Sunday, August 5
Stock up on back to school fashion featuring sought-after brands with enormous savings up to 65% off!

Phipps Plaza

3500 Peachtree Road NE / Atlanta / (404) 261-7910 / [Facebook](#) / [Twitter](#) / [Instagram](#)

- Regular Hours: Monday - Saturday (10 a.m. - 9 p.m.); Sunday (noon - 5:30 p.m.)
- Guests are encouraged to visit the 'Deals' section on simon.com/hippsplaza.com for a full list of back to school offers and events.
- **'Better Than Tax Free' Weekend**
Saturday, August 4 - Sunday, August 5
Shoppers will receive a \$25 Simon American Express Giftcard when they spend \$150 or more at select retailers, including Hannah Andersson, Janie & Jack and Justice. Only one per guest while supplies last. Visit Simon Guest Services, located by Monarch Court, for more details.

Town Center at Cobb

400 Ernest W Barrett Pkwy NW / Kennesaw / (770) 424-0742 / [Facebook](#) / [Twitter](#) / [Instagram](#)

- Regular Hours: Monday - Saturday (10 a.m. - 9 p.m.); Sunday (noon - 6 p.m.)
- Guests are encouraged to visit the 'Deals' section on simon.com/towncenteratcobb for a full list of back to school offers and events.
- **Back to School Bash**
Saturday, July 28 (1-3 p.m.)
While shopping at Town Center at Cobb for back-to-school, guests can enjoy vendor and retailer tables, swag bags, door prizes, giveaways, activities for kids, DJ B-Rockin Parties and more!

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.

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