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FOR IMMEDIATE RELEASE

**Lenox Square to observe Earth Day with family-friendly programming on April 26**

*Buckhead's iconic shopping destination celebrates sustainability efforts  
with eco-inspired initiatives throughout April*

**Atlanta, GA. (April 22, 2019)** – Simon, a global leader in premier shopping, dining, entertainment and mixed-use destinations, today announced **Go Green with Lenox Square**, an event inspired by the company's [dedication to and focus on sustainability](#). With the goal to continuously incorporate sustainable thinking into all areas of business, Simon remains mindful of how it plans, develops and operates shopping centers; does business with customers; engages with communities; and creates a productive work environment for employees. The eco-inspired programming will continue at the center throughout April and will be complemented by a family-fun event **Friday, April 26 at 11 a.m.** to celebrate the holiday.

"While it's important to celebrate environmental programs during Earth Month, we remain committed to being good community and environmental stewards year-round," said Lindsey Jones, director of marketing for Lenox Square. "From expanded electronic vehicle charging infrastructure and water consumption reduction to energy and waste management, Simon is a leader in the sustainability space. We welcome shoppers to join our efforts by participating in this special programming at Lenox Square throughout April."

Through April 30, Atlantans are encouraged to drop off gently-used women's clothing at **Guest Services**, located near Starbucks. All donations will go directly to the Women's Academy at Wellspring Living, a nonprofit offering life-changing programming to young women who have experienced difficulty gaining living-wage employment due to life circumstances such as poverty, sexual abuse and trafficking. Requested clothing donations include blouses and tops, professional slacks, business-casual and professional dresses blazers, suits, winter coats, jackets, professional shoes, handbags and purses, jewelry and jeans. All donated undergarments and hosiery must be new with tags.

To counter the carbon footprint of online shopping returns and minimize the use of cardboard boxes to pack and return ship items, Lenox Square **Guest Services** will employ reusable shipping bags for any items submitted to **Happy Returns** from **April 22-27**. Shoppers may return items from participating stores to Guest Services for an immediate refund credit, and they will be returned using an eco-friendly shipping bag.

On **April 22**, students from Savannah College of Art and Design will unveil a creative fashion project, using recycled materials, including roofing barrier materials, soda can tabs, shoe

strings, safety pins and metal d-rings to make a stylish dress. This innovative project will be on display in the upper level near Nike.

To celebrate the planet and deepen younger generations' understanding of the shared responsibility to protect it, a family-friendly Earth Day program is planned in Lenox Square's Macy's Court at **11 a.m. on Friday, April 26. Go Green with Lenox Square** will feature eco-friendly face painting, Garden-in-A-Bag creations, a reading of "The Earth Book," activities, giveaways and more. The first 100 children will be able to decorate their own reusable tote bag and leave with their own copy of the book. Guests will also enjoy interactive activities from the **Chattahoochee Nature Center** and other participants.

Many Lenox Square stores also participate in ongoing sustainability initiatives. Shoppers are encouraged to visit **American Eagle Outfitters, Apple, Athleta, AT&T, J. Crew, Kiehl's, Madewell, Microsoft, The North Face, Lush** and **Urban Outfitters** to learn more about their eco-friendly offerings and programs.

As part of Simon's commitment to the environment, the company regularly evaluates its impact in areas such as waste, water and energy. Over the last decade, Simon has focused on promoting energy efficiency best-practice sharing across its portfolio of over 200 shopping centers. Highlights of its impact include upgrading conventional lighting such as fluorescent to energy efficient LED lighting at roughly 90% of its properties in recent years, achieving 9.5 million kilowatt hours of electric savings through a \$57 million investment and reusing or recycling 70% of construction waste generated during major renovations. Simon was one of the first retail property owners in the U.S. to offer electric vehicle charging stations to customers.

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## **ABOUT LENOX SQUARE**

Located in the heart of Buckhead, Lenox Square is an Atlanta landmark. Founded in 1959, Lenox Square is one of the largest shopping centers in the Southeast. Anchored by Bloomingdale's, Macy's and Neiman Marcus, shoppers have more than 250 store choices, including exclusive retailers like FENDI, Prada and Louis Vuitton. Stores range from designer boutiques such as Cartier and Salvatore Ferragamo to casual staples such as J.Crew and Banana Republic. Five full-service restaurants including True Food Kitchen and Zinburger Wine and Burger Bar; an extensive food court, Lenox Fashion Café; and casual dining options including ATL Taco, Corner Bakery Café and Cousins Maine Lobster make the mall a popular dining and entertainment destination. Each year, Lenox Square is home to the annual Macy's Tree Lighting, an Atlanta holiday tradition. For a map and store listings, as well as directions, events and job listings, visit [simon.com](http://simon.com). For additional information, visit Lenox Square on [Facebook](#), [Twitter](#) and [Instagram](#).