

**CONTACT:**Claire McKenzie / Carly Curt
BRAVE Public Relations
404.233.3993
cmckenzie@bravepublicrelations.com /
ccurt@bravepublicrelations.com

## Atlanta-area Simon centers to kick-off the school year in style with

## back to school savings and events

*Calhoun Outlet Marketplace, Lenox Square, Mall of Georgia, North Georgia Premium Outlets, Phipps Plaza, Sugarloaf Mills and Town Center at Cobb will celebrate the season with exceptional deals and events!*

**ATLANTA (July XX, 2017)** – Back to school, back to Simon! In lieu of a state-wide sales tax holiday, **Simon**’sGeorgia shopping destinations will host a variety of events with style, savings and fun to help shoppers across the state stock up on this season’s most sought-after back to school fashions! **Calhoun Outlet Marketplace, Lenox Square, Mall of Georgia, North Georgia Premium Outlets, Phipps Plaza, Sugarloaf Mills** and **Town Center at Cobb** all offer must-haves for the new school year from the world’s most famous and desired brands.

“Shoppers are in for a treat this year as all seven Atlanta-area Simon centers host new back to school events with impressive savings on the hottest fashion trends!” said Shelley Korenbrot, director of marketing and business development at North Georgia Premium Outlets. “From fashion shows to gift card giveaways, the metro-area Atlanta community is sure to discover an abundance of style and fun as they visit their local Simon center.”

Shoppers are encouraged to share their memorable [back to school hauls](https://www.dropbox.com/s/7jeyo75szuau66s/contest.mp4?dl=0) on social media using #mybtshaul (My Back to School Haul) for a chance to win Simon gift cards and a $5,000 shopping spree.

Back to school center-specific hours and events for the Atlanta-area Simon centers are as follows:

**Calhoun Outlet Marketplace**455 Belwood Road / Calhoun / (706) 602-1305 / [Facebook](https://www.facebook.com/calhounoutletmarketplace) / [Twitter](https://twitter.com/Calhoun_OM)/ [Instagram](https://www.instagram.com/calhounoutletmarketplace/)

* 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 [premiumoutlets.com/calhoun](http://www.premiumoutlets.com/outlet/calhoun-outlet-marketplace) for a full list of back to school offers and events.
* **Super Sidewalk Sale**
*Friday, July 28 - Saturday, July 29 (9 a.m. - 10 p.m.), Sunday, July 30 (10 a.m. - 8 p.m.)*
Calhoun Outlet Marketplace invites shoppers to enjoy extended hours as select retailers offer additional deals on the season’s latest back to school merchandise.

**Lenox Square**3393 Peachtree Road NE / Atlanta / (404) 233-6767 / [Facebook](https://www.facebook.com/LenoxSquareMall/) / [Twitter](https://twitter.com/LenoxSqMall) / [Instagram](https://www.instagram.com/lenoxsqmall/?hl=en)

* Regular Hours: Monday - Saturday (10 a.m. - 9 p.m.); Sunday (noon - 7 p.m.)
* Guests are encouraged to visit the ‘Deals’ section on [simon.com/lenoxsquare](http://www.simon.com/mall/lenox-square) for a full list of back to school offers and events.
* **‘Better Than Tax Free’ Weekend**

*Friday, July 28 - Sunday, July 30*Shoppers will receive a $10 American Express Simon Giftcard for every $100 spent, up to $500 total spent while supplies last. Visit Simon Guest Services located near Michael Kors for more details.

* **Back to School Photo Station**

*Friday, August 4 - Sunday, August 6 (11 a.m. - 7 p.m.)*Lenox Square will host a photo station in Macy’s Court for those who want to show off their back to school styles.

**Sugarloaf Mills**5900 Sugarloaf Pkwy/ Lawrenceville / (678) 847-5000 / [Facebook](https://www.facebook.com/sugarloafmills/) / [Twitter](https://twitter.com/SugarloafMills?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor) / [Instagram](https://www.instagram.com/sugarloafmills/)

* 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/sugarloafmills](http://www.simon.com/mall/sugarloaf-mills) for a full list of back to school offers and events.

**Mall of Georgia**

3333 Buford Drive NE / Buford / (770) 271-9458 */* [Facebook](https://www.facebook.com/MallofGeorgia/) / [Twitter](https://twitter.com/ShopMallofGA) / [Instagram](https://www.instagram.com/shopmallofga/)

* 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](http://www.simon.com/mall/mall-of-georgia) for a full list of back to school offers and events.
* **Back to School Fashion Event**

*Saturday, August 5 (2 p.m. - 4 p.m.)*

Mall of Georgia is offering a sneak peek at the hottest back to school trends! Located in the Von Maur court near Sephora, guests will enjoy on-stage fashion segments, a DJ, photo booth, giveaways and more!

* **‘Better Than Tax Free’ Weekend**

*Friday, July 28 - Sunday, July 30*Shoppers will receive a $10 American Express Simon Giftcard for every $100 spent, up to $500 total spent while supplies last. Visit Simon Guest Services located near the food court for more details.

**North Georgia Premium Outlets**800 Highway 400 S. / Dawsonville / (706) 216-3609 / [Facebook](https://www.facebook.com/northgeorgiapremiumoutlets/) / [Twitter](https://twitter.com/northgeorgiapo) / [Instagram](https://www.instagram.com/northgeorgiapo/)

* Regular Hours: Monday - Saturday (10 a.m. - 9 p.m.); Sunday (12:30 p.m. - 6 p.m.)
* *Extended Hours*: Friday, July 28 (10 a.m. - 9 p.m.), Saturday, July 29 (10 a.m. - 10 p.m.), Sunday, July 30 (11 a.m. - 8 p.m.)
* Guests are encouraged to visit the ‘Deals’ section on [premiumoutlets.com/northgeorgia](http://www.premiumoutlets.com/outlet/north-georgia) for a full list of back to school offers and events.
* **Teacher Appreciation***Monday, July 17 - Wednesday, August 16*North Georgia Premium Outlets is celebrating teachers during the back to school season! Teachers will receive a complimentary Savings Passport, filled with special offers from participating retailers and restaurants by showing their valid I.D. at Guest Services located in the Food Pavilion.
* **‘Better Than Tax Free’ Weekend**

*Friday, July 28 - Sunday, July 30*Shoppers will enjoy extended hours and receive a $10 American Express Simon Giftcard for every $100 spent per merchant, up to $500 total spent while supplies last. Visit Simon Guest Services located in the Food Pavilion for more details.

* **Face Painting**

*Saturday, July 29 (noon - 2 p.m.)*

North Georgia Premium Outlets will provide complimentary face painting in the Children’s Play Area.

**Phipps Plaza**

3500 Peachtree Road NE */* Atlanta/ (404) 261-7910 */* [Facebook](https://www.facebook.com/phippsplazabuckhead/) / [Twitter](https://twitter.com/ShopPhippsPlaza) / [Instagram](https://www.instagram.com/shopphippsplaza)

* 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/phippsplaza.com](http://www.simon.com/mall/phipps-plaza) for a full list of back to school offers and events.
* **‘Better Than Tax Free’ Weekend**

*Friday, July 28 - Sunday, July 30*Shoppers will receive a $10 American Express Simon Giftcard for every $100 spent, up to $500 total spent while supplies last. Visit Simon Guest Services located in Monarch Court for more details.

**Town Center at Cobb**

400 Ernest W Barrett Pkwy NW */* Kennesaw */* (770) 424-0742 */* [Facebook](https://www.facebook.com/TownCenterAtCobb/) / [Twitter](https://twitter.com/TownCtratCobb?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor) / [Instagram](https://www.instagram.com/townctratcobb/)

* 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](http://www.simon.com/mall/town-center-at-cobb) for a full list of back to school offers and events.
* **Back to School Bash**

*Saturday, July 29 (1 p.m. - 3 p.m.)*Town Center at Cobb visitors can enjoy fashion presentations, giveaways, selfie contests, activities for the kids and more! The first 200 shoppers to register in Center Court will receive a swag bag filled with goodies.

* **‘Better Than Tax Free’ Weekend**

*Friday, July 28 - Sunday, July 30*Shoppers will receive a $10 American Express Simon Giftcard for every $100 spent, up to $500 total spent while supplies last. Visit the Mall Office (in the hallway behind Chick-fil-A) for more information and to redeem your receipts.

**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://www.simon.com/).

###