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 **FOR IMMEDIATE RELEASE**

**North Georgia Premium Outlets celebrates shoppers with launch of
VIP Reward Days: Summer of Likes***VIP Shopper Club members to experience a can’t-miss weekend of shopping, fashion and fun,*

*July 28 and 29!*

 **DAWSONVILLE, Ga. (May 23, 2018) — Imagine a day designed just for you.** From favorite tastes and colors to preferred designers and styles, North Georgia Premium Outlets plans to wow its VIP Shopper Club members this summer with an experience that indulges and celebrates their personal style. On July 28 and 29, North Georgia Premium Outlets will debut an unparalleled shopper loyalty celebration **during VIP Reward Days: Summer of Likes**.

Creating the ultimate digital-meets-experiential event, **VIP Reward Days: Summer of Likes** will allow shoppers to 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! On July 28 and 29 from 11 a.m. -7 p.m. North Georgia Premium Outlets VIP Club Shopper Club members can check in at any one of the seven on mall activation areas marked VIP Reward Days to receive their customized RFID wristband that will highlight their own preferences and style. This wristband will then provide exclusive access to special Summer of Likes stations during this anticipated event, all designed to deliver an elevated shopping experience with personalized, memorable experiences.

“Summer of Likes is the ultimate invitation-only summer shopping event designed to celebrate our VIP members and thank them for their loyalty,” said Randall Jackson, director of marketing and business development for North Georgia Premium Outlets. “It will be a dynamic, engaging weekend filled with specially curated activities, offers and swag that truly speak to shoppers’ styles and tastes. If you’re not already a member of our VIP Shopper Club, there’s no better time to sign up -- and keep an eye out for your invitation to this very special weekend.”

The VIP Shopper Club is a membership-based program for North Georgia Premium Outlets’ loyal shoppers. Members have ongoing access to exclusive online offers not available to the public and receive periodic updates with news and value-driven opportunities, in addition to a Savings Passport available at the center or online. Guests interested in joining the free program can simply visit [premiumoutlets.com/vip](file:///C%3A%5CUsers%5CJennifer%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5CR0C9SA2J%5Cpremiumoutlets.com%5Cvip) for access to extra deals on top of everyday savings up to 65 percent off the world’s most desired fashion-forward brands. Once enrolled, members will also receive invitations to special events and programming, including the upcoming **VIP Reward Days: Summer of Likes.**

**(more)**

**VIP Reward Days: Summer of Likes**

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**About Simon Premium Outlets®**
The global Simon Premium Outlets portfolio offers exceptional brands at extraordinary savings through a diverse mix of luxury, designer and homeware retailers. Our 92 Simon Premium Outlets in the United States, Puerto Rico, Canada, Japan, Malaysia, Mexico and South Korea are some of the most iconic and productive shopping destinations for residents and travelers including Woodbury Common (New York City), Orlando Premium Outlets, Desert Hills (Palm Springs), Las Vegas Premium Outlets and Wrentham Village Premium Outlets (Boston). For more information visit [premiumoutlets.com](http://premiumoutlets.com/) or follow Premium Outlets on Facebook, Twitter, Instagram and Pinterest.

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