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**\*\*MEDIA ADVISORY\*\***

**North Georgia Premium Outlets to host Columbus Day Weekend Sale October 5-8**

*Shoppers can enter the new season with extra holiday savings!*

**Dawsonville, Ga. (September 19, 2018) –** *New styles for a new season!* **North Georgia Premium Outlets,** Dawsonville’s premier shopping destination for top looks and trends, invites fashionistas and savvy shoppers to its annual **Columbus Day Weekend Sale** from **Friday, October 5 – Monday, October 8.** Throughout the holiday weekend, shoppers can enjoy extended hours while stocking up on the season’s hottest trends. Explore extra deals on top of the enormous everyday savings of up to 65 percent off on a variety of sought-after brands, including The North Face, Saks Fifth Avenue OFF 5th, UGG, Lucky Brand Jeans, kate spade new york, Pandora Outlet and more!

**WHAT: Columbus Day Weekend Sale**

*Shoppers have more time to enjoy savings on fall fashion essentials!*

**WHERE: North Georgia Premium Outlets**

 800 U.S. Highway 400 S.

Dawsonville, GA 30534

**WHEN: Friday, October 5 – Saturday, October 6**

10 a.m. – 10 p.m.

 **Sunday, October 7**

11 a.m. – 8 p.m.

 **Monday, October 8**

10 a.m. – 9 p.m.

**MORE INFO:** For more information, visit [premiumoutlets.com/northgeorgia](http://www.premiumoutlets.com/northgeorgia) and follow us on [Facebook](https://www.facebook.com/northgeorgiapremiumoutlets/) and [Twitter.](https://twitter.com/NorthGeorgiaPO)

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