



FOR MORE INFORMATION:

Jennifer Walker
BRAVE Public Relations, 404.233.3993
jwalker@bravepublicrelations.com

MEDIA ADVISORY

Town Center at Cobb to ring in the holidays with Santa's Arrival Celebration on November 4

Annual event to feature FREE activities, live reindeer, giveaways and more!

KENNESAW, Ga. (November 1, 2016) – *Santa Claus is coming to town!* Families are invited to kick-off the ho-ho-holiday season with **Santa's Arrival Celebration** at **Town Center at Cobb** on **Friday, November 4** from **5:30-7:30 p.m.**! Shoppers can gather outside the **Food Court Main Entrance** (between Belk and JCPenney) at **6 p.m.** to welcome St. Nick with a festive arrival complete with reindeer and a magical snowfall. Afterward, guests can enjoy face painting, stilt walkers, a balloon artist, games, giveaways and photo opportunities with Santa until 9 p.m. in Center Court. The first 200 people to visit with the man in red will receive a special holiday gift. Of course, Santa's reindeer would not miss out on all the festive fun! Shoppers will have an opportunity to take photos with his trusty reindeer companions outside of the mall.

WHAT: **Santa's Arrival Celebration at Town Center at Cobb**
Jolly event to feature Santa Claus, live reindeer, giveaways and more!

WHEN: **Friday, November 4**
5:30-7:30 p.m.
**Santa photos will be available until 9 p.m.*

WHERE: **Town Center at Cobb**
400 Barrett Pkwy, Kennesaw, GA 30144
Food Court Main Entrance (between Belk & JCPenney) and Center Court

HOW: Santa's Arrival Celebration is FREE! Visit bit.ly/TCCSantaCelebration for more information.

For more information on Town Center at Cobb or a list of the mall's other holiday events, visit simon.com/towncenteratcobb.

###