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**Atlanta-area Simon centers to participate in Susan G. Komen 2017  
More Than Pink™ Movement**

*Funds raised will go towards goal of reducing breast cancer deaths*

**ATLANTA (September 28, 2017)** – Simon will continue its engagement as one of five national Susan G. Komen® sponsors through its Atlanta-area centers, including **Lenox Square, Phipps Plaza, Mall of Georgia, Town Center at Cobb** and **North Georgia Premium Outlets**. The initiative encourages employees, retailers and shoppers to participate in activities and contribute to the achievement of Komen's bold goal of reducing current U.S. breast cancer deaths by 50 percent by 2026.

"Our shoppers, retailers and employees have demonstrated their support and commitment to Susan G. Komen over the last two years by participating in all of our fundraising activities," said Teresa Holloway, director of marketing and business development at Mall of Georgia on behalf of all five area Simon centers. "We look forward to another successful campaign this year and are focused on fighting a disease that affects so many in our community."

"We're honored to continue our partnership with the Atlanta-area Simon centers and are inspired by their dedication in raising funds and awareness in the fight against breast cancer," said Christina Alford, SVP of Development at Susan G. Komen. "The generosity of Simon is making an incredible impact on the lives of countless women and men and we look forward to what this partnership will bring in the year ahead."

Visitors to the Atlanta-area Simon centers will notice the pink theme carried out at the Guest Services booths and staff will be honoring National Breast Cancer Awareness Month by donning pink accessories. Other planned activities include:

- **Lenox Square:**
  - **Discount Card Program:** \$10 combined Lenox Square and Phipps Plaza Discount Cards will be sold providing 15 and 25 percent off one item at participating retailers. All proceeds from the sale of Discount Cards go to Susan G. Komen.
  - **More Than Pink Reception featuring Heidi Floyd:** Wednesday, October 4 at 6 p.m. in the Luxury Wing.
  - PINK mints and small Susan G. Komen branded water bottles will be available for shoppers at Guest Services.
- **Phipps Plaza:**
  - **Discount Card Program:** \$10 combined Lenox Square and Phipps Plaza Discount Cards will be sold providing 15 and 25 percent off one item at participating retailers. All proceeds from the sale of Discount Cards go to Susan G. Komen.
- **Mall of Georgia:**
  - **Discount Card Program:** \$5 Discount Cards will be sold providing 15 and 25 percent off one item at participating retailers. All proceeds from the sale of Discount Cards go to Susan G. Komen.
  - **Great Gwinnett Road Run:** Sunday, October 1 at 8 a.m. A 5k and fun run benefitting the Georgia Breast Cancer Coalition. Breast cancer survivors receive a special \$5 entry fee.
  - **More Than Pink Hero Wall:** located in Center Court. An opportunity for survivors and their families to visually articulate their strength during their fight with breast cancer. Shoppers may purchase a sticker for a \$1 donation and post the sticker on the More Than Pink Hero Wall. All proceeds go to Susan G. Komen.

- **Town Center at Cobb:**
  - **Discount Card Program:** \$5 Discount Cards will be sold providing 15 and 25 percent off one item at participating retailers. All proceeds from the sale of Discount Cards go to Susan G. Komen.
  - **Wellstar 6th Annual Girl's Night Out:** Thursday, October 5 from 5:30-7:30 p.m. in Center Court. WellStar will offer free screenings and "Ask the Expert" health education booths, as well as host a "Think Pink Ribbons and Bows" fashion show featuring cancer survivors as the models. In addition, shoppers will enjoy a photo booth and be able to purchase \$5 Discount Cards, which will provide 15 and 25 percent off one item at participating retailers. All proceeds from the sale of Discount Cards go to Susan G. Komen. Swag bags will also be available for the first 200 people who register.
  - **Glow the Mall Pink Midnight Madness:** Saturday, October 7 at 11:55 p.m. A 5k supporting the fight against breast cancer with a pink out, food, dancing and music.
  - PINK ribbons will hang in all Town Center at Cobb store windows throughout October.
- **North Georgia Premium Outlets:**
  - **Discount Card Program:** \$10 Discount Cards will be sold providing 25 percent off one item at participating retailers. All proceeds from the sale of Discount Cards go to Susan G. Komen.
  - **Hero Photo Opportunity:** located in the Food Pavilion. A 'More Than Pink' backdrop will be used as a photo selfie station during the month of October.
  - North Georgia Premium Outlets will go PINK during October by lighting the Food Pavilion tower pink.
  - Special Surprise & Delight gifts will be distributed throughout the month.
  - Pink mints will be available for customers to enjoy at Guest Services.

*\*\*The Visa Simon Giftcard® can be used everywhere Visa debit cards are accepted in the U.S. and cannot be used at ATMs or redeemed for cash. The Visa Simon Giftcard® is issued by MetaBank®, Member FDIC, pursuant to a license from Visa U.S.A. Inc. For more information about the Visa Simon Giftcard®, including Card Terms and Conditions and (if applicable) fees, visit [simongiftcard.com](http://simongiftcard.com) or Simon Guest Services.*

### **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://simon.com).

### **About Susan G. Komen**

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit outside of the federal government while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Since its founding in 1982, Komen has funded more than \$956 million in research and provided more than \$2.1 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. That promise has become Komen's promise to all people facing breast cancer. Visit [komen.org](http://komen.org) or call 1-877 GO KOMEN. Connect with us on social at [ww5.komen.org/social](http://ww5.komen.org/social).

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