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**ATLANTA-AREA SIMON CENTERS GO MORE THAN PINK™ WITH  
SUSAN G. KOMEN® TO REDUCE BREAST CANCER DEATHS BY 50 PERCENT  
IN THE NEXT 10 YEARS**

**ATLANTA (September 30, 2016)** – Atlanta-area Simon centers today announced the second year of a national engagement with **Susan G. Komen®**, pledging to donate \$1 million each year for the next two years to support the fight against breast cancer\*. More than 180 participating Simon Malls, The Mills® and Simon Premium Outlets® nationwide, including **Calhoun Premium Outlets, Lenox Square, Mall of Georgia, North Georgia Premium Outlets, Phipps Plaza and Town Center at Cobb**, will encourage employees, retailers and shoppers to make a bigger, bolder impact in the fight against breast cancer by participating in Simon-sponsored activities throughout the month of October.

"Based on the success we experienced with the 2015 campaign, Simon is pleased to be increasing our pledge of support to Susan G. Komen in 2016," said Shelly Weidner, director of marketing and business development for Town Center at Cobb. "Through the More Than Pink movement, we are throwing our support behind Komen's Bold Goal of reducing current breast cancer deaths in the U.S. by 50 percent in the next ten years."

"We are delighted to see our partnership with the dedicated people at Simon grow stronger," said Dr. Judy Salerno, Komen President and CEO. "Simon's commitment to our More Than Pink movement helps move us closer to our mission and achieving our Bold Goal. The support of Simon and their customers will help us fund research, provide support to women, men and families suffering from breast cancer and play a key role in bringing our mission to people in communities across the country."

Visitors to 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:

**Calhoun 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.
- **Meet with Susan G. Komen:** *Saturday, October 22 from 10 a.m. –6 p.m. in the Information Center, Suite 14 between Bon Worth and Teriyaki Passion.*  
The community can get involved and help Susan G. Komen's mission by visiting with volunteers of the Chattanooga chapter and survivors of breast cancer.
- **More Than Pink Hero Wall:** 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.
- Calhoun Premium Outlets will provide **PINK** mints for guests at Guest Services.

**Lenox Square**

- **Discount Card Program:** \$10 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.
- **Hero Photo Opportunity:** *Saturday, October 1 from 1-3 p.m. at The Overlook (Mall Level 3) by American Eagle*

An 'I Am More Than Pink' backdrop will be used as a photo selfie station during the month of October. All will be encouraged to use the hashtag #simonismorethanpink.

- **PINK** mints and small Susan G. Komen branded water bottles will be available for shoppers at Guest Services.

#### **Mall of Georgia**

- **Discount Card Program:** \$10 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 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.
- **Cape Hero Booth:** *located in Center Court*  
Guests will have the opportunity to take photos wearing a **PINK** cape during the month of October. All will be encouraged to use the hashtag #morethanpink.

#### **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*  
An 'I Am More Than Pink' backdrop will be used as a photo selfie station during the month of October. All will be encouraged to use the hashtag #morethanpink.
- **More Than Pink Hero Wall:** 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.
- **More Than Pink Chalk Event:** *Saturday, October 15 – time TBD*  
Guests will watch as a local chalk artist creates the More Than Pink logo
- North Georgia Premium Outlets will go **PINK** during October by lighting the Food Pavilion tower pink.
- A special Surprise & Delight will consist of Samsonite special pink totes and lip balms throughout the month of October.
- Pink mints will be available for customers to enjoy at Guest Services.

#### **Phipps Plaza**

- **Discount Card Program:** \$10 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.

#### **Town Center at Cobb**

- **Discount Card Program:** \$10 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 5<sup>th</sup> Annual Girl's Night Out:** *Thursday, October 6 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 "Pretty in Pink" Fashion show featuring cancer survivors as the models. In addition, shoppers will enjoy a photo booth, guest speakers and be able to purchase \$10 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.
- **PINK** ribbons will hang in all Town Center at Cobb store windows throughout October.

In October 2015, Simon nearly doubled its goal of raising \$250,000, donating more than \$470,000 to

Susan G. Komen, all generated through the support and participation of shoppers, retailers and employees.

*\*From October 1, 2016 to September 30, 2018, Simon is proud to support Susan G. Komen® and, with the help of generous individuals like you, will guarantee a contribution of at least \$1,000,000 for each year of the program in connection with its various fundraising initiatives, including its discount card program, promotion of Komen's Race for the Cure®, and promotion of Komen's Do-It-Yourself fundraising platform.*

**About Simon**

Simon is a global leader in retail real estate ownership, management and development and an S&P100 company (Simon Property Group, NYSE:SPG). Our industry-leading retail properties and investments across North America, Europe and Asia provide shopping experiences for millions of consumers every day and generate billions in annual retail 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. Since its founding in 1982, Komen has funded more than \$920 million in research and provided more than \$2 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. 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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