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**Atlanta-area Simon Centers team up with Susan G. Komen® to fight breast cancer during National Breast Cancer Awareness Month**

*Funds raised at* *Lenox Square, Mall of Georgia, North Georgia Premium Outlets, Phipps Plaza and Town Center at Cobb will go towards the goal of reducing breast cancer deaths*

**ATLANTA (October 3, 2018) –** Atlanta-area Simon centers, including **Lenox Square, Mall of Georgia, North Georgia Premium Outlets, Phipps Plaza** and **Town Center at Cobb**, today announced their fall 2018 campaign in support of **Susan G. Komen** and the fight against breast cancer, a disease that kills more than 41,000 people in the U.S. each year. The Atlanta-area centers are owned and operated by **Simon**, a global leader in premier shopping, dining, entertainment and mixed-use destinations. More than 150 Simon Malls, The Mills and Premium Outlets nationwide will be participating in a range of activities during October.

Through this campaign, Simon is helping support Komen’s work to save lives and reach its ‘Bold Goal’ of reducing the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Simon is joining the fight against breast cancer by starting a national conversation and challenging people to help create a renewed movement in the fight against breast cancer.

“We are thrilled to launch our fall 2018 ‘More Than Pink initiatives’ and have been overwhelmed by the ongoing positive support this movement has garnered with our shoppers, retailers and employees to support Susan G. Komen in its tireless efforts to reduce breast cancer deaths,” said Randall Jackson, director of marketing and business development for North Georgia Premium Outlets on behalf of the Atlanta-area Simon centers.

From **October 1-29**, visitors to Lenox Square, Mall of Georgia, North Georgia Premium Outlets, Phipps Plaza and Town Center at Cobb will be able to participate in a variety of programs to help support Susan G. Komen.

**Lenox Square and Phipps Plaza**

* **Discount Pass Program:** Shoppers can make a $10 donation to Susan G. Komen at Guest Services to receive a Discount Card providing 15 and 25 percent off one item at participating retailers. New this fall, guests can instantly donate and download a digital Discount Pass to their mobile device. All Discount Pass donations go to Susan G. Komen.
* **Susan G. Komen® Visa® Simon Giftcard®:** Guests can purchase a Susan G. Komen Visa Simon Giftcard at Guest Services. One dollar for each Susan G. Komen® Visa Simon Giftcard sold will be donated to Susan G. Komen. The giftcard is available for purchase year-round.

**Mall of Georgia**

* **Seventh Annual Great Gwinnett Road Run 5K – Sunday, October 7 at 8 a.m.**

Serious runners, casual weekend joggers and walkers are invited to gear up in their best pink attire to honor those affected and impacted by breast cancer. Proceeds from the event benefit the Georgia Breast Cancer Coalition Fund. For more information, visit [bit.ly/MOGGwinnettRoadRun](http://bit.ly/MOGGwinnettRoadRun) and [MallofGa5k.com](http://www.MallofGa5k.com).

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**North Georgia Premium Outlets**

* **Discount Pass Program:** Shoppers can make a $10 donation to Susan G. Komen at Guest Services to receive a Discount Card providing 25 percent off one item at participating retailers. New this fall, guests can instantly donate and download a digital Discount Pass to their mobile device. All Discount Pass donations go to Susan G. Komen.
* **Susan G. Komen® Visa® Simon Giftcard®:** Guests can purchase a Susan G. Komen Visa Simon Giftcard at Guest Services. One dollar for each Susan G. Komen® Visa Simon Giftcard sold will be donated to Susan G. Komen. The giftcard is available for purchase year-round.

**Town Center at Cobb**

* **Seventh Annual WellStar Spirit Girls’ Night Out – Thursday, October 18 from 5:30-7:30 p.m.**

Women can enjoy “Focus on the Moment, Focus on Yourself” with a “Focus on the Moment” fashion show, free health screenings, “Ask the Expert” interactive health and wellness booths and more. Guests are encouraged to come dressed in their best pink attire in support of breast cancer awareness. This event is sponsored by WellStar Health System and Peach Pass. For more information, visit [bit.ly/GirlsNightOutTCC](http://bit.ly/GirlsNightOutTCC).

* **Discount Pass Program:** Shoppers can make a $10 donation to Susan G. Komen at Guest Services to receive a Discount Card providing 15 and 25 percent off one item at participating retailers. New this fall, guests can instantly donate and download a digital Discount Pass to their mobile device. All Discount Pass donations go to Susan G. Komen.
* **Susan G. Komen® Visa® Simon Giftcard®:** Guests can purchase a Susan G. Komen Visa Simon Giftcard at the Mall Management Office. One dollar for each Susan G. Komen® Visa Simon Giftcard sold will be donated to Susan G. Komen. The giftcard is available for purchase year-round.

From 2017 – 2018, Simon has raised $2.77 Million in support of Susan G. Komen, all generated through the support and participation of shoppers, retailers and employees.

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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 60 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 or call 1-877 GO KOMEN. Connect with us on social at ww5.komen.org/social.