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**Haywood Mall continues More Than Pink™ with Susan G. Komen® to reduce breast cancer deaths in the U.S. by 50 percent by 2026**

**GREENVILLE, S.C. (April 20, 2017) Haywood Mall** announced today its **Spring 2017 More Than Pink** movement in support of Susan G. Komen and the fight against breast cancer. As part of a pledge to donate $1 million each year in 2017 and 2018, more than 180 participating Simon Malls, The Mills and Premium Outlets nationwide will be participating in a range of activities during the months of April and May.

“It has been wonderful to see the positive response that the More Than Pink movement has generated over the past year,” said Sarah Brocker, director of marketing and business development for Haywood Mall. “Our shoppers, retailers and employees have embraced the opportunities we’ve offered to support Susan G. Komen in its tireless efforts to reduce breast cancer deaths, and we look forward to continuing that momentum this year.”

Visitors to Haywood Mall will notice the pink theme carried out throughout the property and staff will be donning pink accessories. Other planned activities include:

**Discount Card Program:** In exchange for a$10 donation to Susan G. Komen, shoppers will receive a Discount Card, providing up to 25 percent off one item at each participating retailer. Shoppers will also receive a Gift with Purchase for each Discount Card purchased. All Discount Card donations go to Susan G. Komen. Discount cards are available at the Mall Management office, located on upper level, across from Belk. Shoppers may also purchase a voucher for the Discount Card online at [bit.ly/MoreThanPinkDiscountCard](http://bit.ly/MoreThanPinkDiscountCard) to redeem at their convenience.

**Wine for a Cure:** On Saturday, May 20, shoppers are invited to donate $5 to Susan G. Komen for the opportunity to enjoy three tastings from City Scape Winery in Center Court. In addition, guests who purchase the $10 discount card on Saturday, May 20 will be able to participate in Wine for a Cure. Participants must show identification in order to take part in the wine tasting.

As of April 2017, Simon has raised $441,667 in support of 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.

**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 $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. 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.

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