|  |  |
| --- | --- |
| SIMON-LOGO-SM-SMALL-FINAL-black**Contact:**Becca Meyer/Laurel HaislipBRAVE Public Relations, 404.233.3993bmeyer@bravepublicrelations.comlhaislip@bravepublicrelations.com  |  |

|  |  |
| --- | --- |
|  |  |

**Washington D.C.-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*

**Washington D.C. (October 3, 2017) –** Simon willcontinue its engagement as one of five national Susan G. Komen® sponsors through its Washington D.C-area centers, including **Clarksburg Premium Outlets, Fashion Centre at Pentagon City, Hagerstown Premium Outlets, Leesburg Corner Premium Outlets, Queenstown Premium Outlets** and **St. Charles Towne Center**. 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 Randy Goldman, director of marketing and business development at Clarksburg Premium Outlets on behalf of all six 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 Washington D.C.-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 Washington D.C.-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:

* **Clarksburg Premium Outlets:**
	+ **Discount Card Program:** Shoppers can make a $10 donation to Susan G. Komen at Guest Services in Market Hall to receive a Discount Card providing 25 percent off one item at over 40 participating retailers.
	+ **Gift Cards:** Simon is offering a Susan G. Komen Visa® Simon Giftcard. For every Gift Card purchased at Guest Services, Simon will donate $1 towards Susan G. Komen.**\*\***
	+ **More Than Pink Yoga Classes: October 15 and 29**

Yogis of all ages are invited to attend special classes hosted by Clarksburg Yoga and Wellness in the VIP Lounge next to Auntie Anne’s Pretzels from 10-11 a.m. on October 15 and 29. Each class is $10, which will be donated to the Susan G. Komen Foundation. As an added bonus, participants will receive a discount passport to receive 25 percent off any one item at over 40 participating retailers! Participants are encouraged to wear pink!

* + **Pink Fit Class: October 9**

Shoppers are invited to get active with a Pink Fitness Event on Columbus Day, Monday, October 9 at 10 a.m. in Center Court. Led by Fit4Mom Montgomery County, the event is a $10 recommended donation per participant and will benefit the Susan G. Komen Foundation. Attendees who donate will receive a complimentary Carlisle limited edition breast cancer awareness scarf and a Susan G. Komen discount passport to receive 25 percent off any one item at over 40 participating stores (some restrictions apply). Participants are encouraged to wear pink in support of National Breast Cancer Awareness Month.

* + **Pop-up Workout Classes: Weekends in October**

Get up and get active with various performance training workout classes by Rehab 2 Perform. Class admission is $10 per attendee with proceeds going towards the Susan G. Komen Foundation. Participants will also receive a complimentary discount passport.

* + **Pink Beverage Stations: Weekends throughout October**

Shoppers can stop by stands located around the center to enjoy refreshing pink lemonade. As the weather cools down, pink cocoa will be available as well, and donations to the Susan G. Komen Foundation will be accepted.

As an added bonus, local Breast Cancer survivors and the Global Race Project Manager for Susan G. Komen will be volunteering at the stations throughout the month.

* **Fashion Centre at Pentagon City:**
	+ **Discount Card Program:** Shoppers can make a $5 donation to Susan G. Komen at Guest Services to receive a Discount Card providing 15 percent or 25 percent off one item at participating retailers.
	+ **Gift Cards:** Simon is offering a Susan G. Komen Visa® Simon Giftcard. For every Gift Card purchased at Guest Services, Simon will donate $1 towards Susan G. Komen.**\*\***
	+ **Taste of Pink: October 21**Shoppers can indulge in complimentary pink cookies, pink lemonade and treats at Guest Services throughout the day.
	+ **Susan G. Komen D.C. Chapter Meet and Greet: Saturdays through October 21** Shoppers interested in learning more about the Susan G. Komen DC Chapter can stop by Metro Level from noon-4 p.m. every Saturday through October 21 to meet local representatives.
	+ **Dine Out for A Cure: Mondays in October**

Matchbox will donate 10 percent of receipts (excluding alcohol) every Monday through October to Susan G. Komen.

* **Hagerstown Premium Outlets:**
	+ **Discount Card 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.
	+ **Gift Cards:** Simon is offering a Susan G. Komen Visa® Simon Giftcard. For every Gift Card purchased at the Management Office, Simon will donate $1 towards Susan G. Komen.**\*\***
	+ **Pink Parking:** Shoppers can show extra support with the center’s pink parking spaces, as well as dedicated survivor parking.
* **Leesburg Corner Premium Outlets:**
	+ **Discount Card 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.
	+ **Gift Cards:** Simon is offering a Susan G. Komen Visa® Simon Giftcard. For every Gift Card purchased, Simon will donate $1 towards Susan G. Komen.**\*\***
* **Queenstown Premium Outlets:**
	+ **Discount Card 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.
	+ **Gift Cards:** Simon is offering a Susan G. Komen Visa® Simon Giftcard. For every Gift Card purchased at the Management Office, Simon will donate $1 towards Susan G. Komen.**\*\***
	+ **Guest Speaker: October 7**

Shoppers are invited to learn about health, wellness and expectations during breast cancer treatment through an informative talk by Laurie Yates. From 10 a.m.-noon, the breast cancer survivor and motivational speaker will be located by Chicos to educate shoppers.

* **St. Charles Towne Center:**
	+ **Discount Card Program:** Shoppers can make a $5 donation to Susan G. Komen at Guest Services to receive a Discount Card providing 15 percent or 25 percent off one item at participating retailers.
	+ **Gift Cards:** Simon is offering a Susan G. Komen Visa® Simon Giftcard. For every Gift Card purchased at the Management Office, Simon will donate $1 towards Susan G. Komen.**\*\***
	+ **Paint Night Date Night: October 19**

Gather with friends for a Paint Night Date Night! Guests of all skill levels are invited to create a masterpiece while enjoying a night out. The center will be accepting donations at the event to support Susan G. Komen. Participants must register in advance at [www.simon.com/stcharlestownecenter](http://www.simon.com/stcharlestownecenter).

*\*\*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 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.

**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).

###