



FOR MORE INFORMATION

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FOR IMMEDIATE RELEASE

Simon announces activation: Simon Supports Education

Give the gift of education at Lenox Square, Mall of Georgia and Town Center at Cobb

ATLANTA (June 5, 2018) – Simon, a global leader in retail real estate ownership, is proud to support **Simon Youth Foundation (SYF)** in its efforts to increase educational opportunities for students of all backgrounds through **Simon Supports Education**. The movement incorporates several activations designed to engage shoppers in SYF's mission.

SYF operates more than 30 non-traditional high schools called Simon Youth Academies across the country. SYF also provides renewable scholarships to graduating seniors in communities where there is a Simon property.

Since its inception in 1998, Simon Youth Foundation has helped more than 15,660 students at risk of dropping out of high school graduate and has awarded nearly \$17 million in scholarships. Simon Supports Education encourages shoppers to help SYF continue this incredible legacy.

"Simon Youth Foundation is a national organization, but we can feel the benefit of its efforts right here at home," said Teresa Holloway, director of marketing and business development at Mall of Georgia on behalf of the three centers. "We look forward to inviting our Atlanta-area shoppers to join us in supporting this incredible organization."

This year, **Lenox Square** will present Josiane Ngandu from Clarkston High School in Clarkston with a \$10,000 scholarship. Ngandu plans to study international affairs/relations at University of California, Los Angeles this fall.

Lenox Square will also present Kristin Pirkle from Chapel Hill High School in Douglasville with a \$1,500 scholarship. Pirkle plans to study economics at the University of Georgia this fall.

Mall of Georgia will present Melanie Valencia from Flowery Branch High School in Flowery Branch with a \$1,500 scholarship. Valencia plans to study biology at Stanford University this fall.

Town Center at Cobb will present Abigail Tong from Johnson Ferry Christian Academy in Marietta with a \$1,500 scholarship. Tong plans to study education at Georgia College & State University this fall.

Lenox Square, Mall of Georgia and Town Center at Cobb are now offering community members the opportunity to support local students, scholarships and academies through several planned activities and activations, such as:

Simon Gift Card Purchases: \$1 from every SYF Simon Visa gift card purchase will support scholarship and graduation programs in the community. These eye-catching cards are the perfect gift for every graduate on your list this spring.

Wishing Well / Fountain at Guest Services: Toss coins into the Wishing Well at Lenox Square on the Main Level near Macy's, and at Mall of Georgia's Fountain – located on the lower level near Macy's – and Wishing Well – located at Guest Services – to honor and celebrate a recent local graduate.

"Simon Youth Foundation believes all youth, no matter their personal circumstances, should have the opportunity and resources to pursue their dreams through education, and that financial reasons should never prevent students from achieving their goals," said Dr. J. Michael Durnil, President and CEO of SYF. "We are humbled to have the incredible support of our corporate partner, Simon, and its Simon Supports Education movement."

About SYF

As Simon's charity of choice, Simon Youth Foundation® (SYF) fosters and improves educational opportunities, career development and life skills to transform the lives of at-risk youth. SYF is a national nonprofit that partners with local public school districts to build high schools called Simon Youth Academies inside Simon malls, which provide students at risk of dropping out of high school with the personalized support they need to graduate. Since 1999, Simon Youth Academies have maintained a 90 percent high school graduation rate, helping thousands of students earn their high school diplomas. SYF also awards more than \$1 million in scholarships annually to graduating seniors in Simon mall communities to further their education. Learn more at syf.org or by following SYF on Facebook (@SimonYouthFoundation), Instagram (@SimonYouthFoundation), Twitter (@Simon_Youth) or LinkedIn.

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.

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