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MEDIA ALERT

HOLIDAYS IN THE DESERT ARE MAGICAL: DESERT RIDGE MARKETPLACE OFFERS NIGHTLY SNOWFALLS, SKATING, STORY TIME, LIVE PERFORMANCES-AND CHANCE TO WIN '12 DAYS OF GIVING' GIFT BASKET GIVEAWAY

WHAT: It's the most wonderful time of the year and Desert Ridge Marketplace makes the most of this holiday season by announcing all the glorious and festive activity starting in November.

Filled with the sights and sounds of the season, the AMC Theatres Plaza and the District Stage is the shopping center's place to find cheerful activities for everyone.

The first magical snowfall kicks-off the holiday season on Nov. 21 at 6 p.m., transforming the area into a desert-style winter wonderland. Additional events throughout the holiday season include FREE holiday skating, live music, nightly snowfalls, holiday-themed dance, music and performing arts shows and a Salvation Army Angel Tree and Salvation Army Coat Drive, as part of the center's holiday giving program.

And as sleigh bells ring-a-ling throughout the center, shoppers will have a chance to win a special *12 Days of Giving* gift basket. Loaded with 12 gift cards from retailers and restaurants from the center, one lucky shopper from either Desert Ridge Marketplace or Tempe Marketplace will be selected to take home gift cards for people on their holiday list (or keep it for themselves!)

**WHAT/
WHEN:**

First Snowfall of the Holiday Season - FREE

Nov. 21 from 6-8 p.m. at the AMC Fountain

Join Desert Ridge Marketplace as the shopping center kicks-off the holiday season with the very first magical snowfall of the season, plus games, prizes, dancing and more. **BONUS:** A free downloadable photo with Santa for the first 200 families.

Nightly Snowfalls at Desert Ridge Marketplace - FREE

Nov. 21-Dec. 31 at 7 and 8 p.m. at the AMC Fountain

Who says it never snows in the Valley? Join Desert Ridge Marketplace every evening during the season for a magical snowfall! Out of thin air, flakes of fluffy white snow will float down from the sky, transforming the AMC Fountain and Fireplace into a living snow globe. Plus, Christmas Eve it will snow every hour on the hour from 11 a.m.-8 p.m.!

(No snow on Thanksgiving Day and Christmas Day)

Holiday Skating Black Friday Weekend – FREE

Nov. 25-26 from 11 a.m. -9 p.m. and Nov. 27 from 11 a.m.-6 p.m. in front of the of AMC Theatres

It's time to lace up and hit the rink for an evening of holiday skating in the District for children ages 5 to 95! Skates are provided, however participants will need to provide their own socks.

12 Days of Gifting

Dec. 1-12

No matter if you're naughty or nice, here's shoppers' chance to enter to win a basket filled with holiday cheer – 12 great gift cards in fact, ready to share with loved ones (or to keep for yourself)! Visit shopdesertridge.com/cheer to register to win.

- \$50 gift card to Barnes & Noble
- \$100 gift card to California Pizza Kitchen
- \$50 gift card to Chipotle
- \$100 gift card to Dave & Buster's
- \$100 gift card to DSW
- \$25 gift card to IT'SUGAR
- \$100 gift card to Just Sports
- \$100 gift card to Massage Envy
- \$50 gift card to Old Navy
- \$200 gift card to The Keg
- \$75 gift card to Total Wine
- \$50 gift card to ULTA

Desert Ridge Marketplace Story Time with PBS Channel 8 - FREE

Dec. 7, 14 and 21 from 5-7 p.m. on the District Stage

Bring the kids for out a special holiday treat! Story time readings of holiday classics with Mrs. Claus, dancing and exercises by The Little Gym and special guest characters presented by Arizona PBS. Kids will love the FREE hot chocolate and cookies from California Pizza Kitchen. BONUS: Special character visits from Curious George on Dec. 7, Clifford The Big Red Dog on Dec. 9 and Super Why & Wonder Red on Dec. 21.

(Characters subject to change. Remember to get here early to grab a prime seat!)

Sounds of the Season - FREE

Dec. 17 from 11 a.m.-5 p.m. on the District Stage

Join Desert Ridge Marketplace for fun holiday-themed dance, music and performing arts shows by local performing arts groups. Each group was asked to perform a holiday themed show.

Desert Ridge Marketplace Snow Day

Jan. 14 from 10 a.m.-1 p.m. in the Sandbar Parking Lot located just off of Tatum Blvd.

Don't stay inside this Snow Day! Whether you're a kid or just want to feel like one for the day, grab your mittens and head over to the Desert Ridge Marketplace Snow Day. If you can't make it to the snow for the holidays, they bring the snow to you. With over 40 tons of snow to play in, crafts, cookies and milk, and entertainment, there is something for the entire family to enjoy!

EXTRAS:

Trans-Siberian Orchestra Gift with Purchase

Nov. 1-30 or while supplies last

A holiday must-see! Spend \$300 or more in one day at Desert Ridge Marketplace between Nov. 1 - 30 and receive two FREE vouchers to the world-renowned Trans-Siberian Orchestra at Gila River Arena on Dec. 26. *Must be at least 18 years old to participate. Other restrictions apply.*

<http://www.shopdesertridge.com/orchestra/>

Salvation Army Angel Tree

Nov. 17-Dec. 21 at Dave & Buster's

A cherished annual tradition of giving back to those less fortunate during the holiday season continues with the Salvation Army's Christmas Angel Tree. The Christmas Angel program provides new toys and clothing to underprivileged children who would not otherwise have gifts to open during the holidays. The Angel Tree at Desert Ridge Marketplace is located at Dave & Buster's and contains tags with the name, age, clothing size and toy requests of each child.

Holiday Click to Print Coupons

Mid-Nov. – Dec. 31

Be sure to check your mail for the Desert Ridge Marketplace holiday coupons or visit the website to “click and print” all of the holiday deals and steals! www.shopdesertridge.com/savings

Salvation Army Coat Drive

Dec. 7 from 5 a.m.-7 p.m.

Help keep Valley children in-need warm this season. The Salvation Army, Phoenix Fire Fighters and KSLX radio will be collecting winter coats and monetary donations for this one special day at Desert Ridge Marketplace. Donations will be accepted for kids of all ages.

WHERE: Desert Ridge Marketplace, 21001 N. Tatum Blvd., Phoenix (Loop 101 & Tatum Blvd.)

VISUALS: Key visuals available include:

- Winter Wonderland scene as sparkling snowflakes cover the AMC Theatres Plaza to put shoppers in the holiday spirit;
- Hundreds of kids – ages 5-95 – skating on the rink on the AMC Theatres plaza;
- Music and performing arts, including dance and theater on the District Stage;
- Children snuggled up listening to story time and snapping pictures with themed characters; and
- Families playing on a mountain of snow!

INFO: For more information, visit: www.shopdesertridge.com/holiday

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