



**FOR IMMEDIATE RELEASE**

**For more information contact:**

Denise Hart, VP of Marketing  
602-553-2717  
[dhart@vestar.com](mailto:dhart@vestar.com)

## **DESERT RIDGE MARKETPLACE OPENS NEW PLAY AREA FOR KIDS**

PHOENIX (October 7, 2013) – Desert Ridge Marketplace, a 1.2 million square-foot regional center, developed by Vestar, that offers strategically integrated shopping, dining and entertainment in a festive, pedestrian-oriented village town center environment, recently updated their kids play area.

Desert Ridge Marketplace’s kids area, located on the northwest side of the District, is conveniently located near the popular children’s stores Carter’s and The Children’s Place. The play area includes a soft artificial grass turf with two new rustic crawl logs, tree canopy roof playhouse, melody music maker, tic-tac-toe panel, abacus, steering wheel and gear panel and telescope.

“The new play area gives our customers an area to bring their young children to have fun and take a rest break,” said Denise Hart, vice president of marketing for Vestar. “We are excited to see so many families and kids enjoying the new play elements.”

The play area is open during regular center hours.

### **About Desert Ridge Marketplace**

As Arizona’s premier shopping, dining and entertainment destination, Desert Ridge Marketplace delivers the ultimate shopping experience in a distinctive outdoor setting. Immerse your shopping senses in a unique blend of specialty retailers, restaurants and entertainment venues spread over 110 acres. The center’s 1.2 million square feet of retail space – home to over 110 retailers and restaurants – bursts with color, energy and fun, creating a one-of-a-kind lifestyle destination you’ll want to come back to again and again. Desert Ridge Marketplace is located in

Phoenix, Arizona, just north of the Loop 101 on Tatum Boulevard. For more information, visit the website at [www.shopdesertridge.com](http://www.shopdesertridge.com).

### **About Vestar**

Headquartered in Phoenix, Ariz., Vestar is one of the leading privately held real estate companies in the western United States. The company acquires and manages retail and entertainment destinations of varying size and scale that serve as community focal points. Since its inception in 1977, Vestar has earned a reputation for integrity and responsibility in the fields of commercial development and property management. The company enjoys a significant market share in the Phoenix, Los Angeles and San Diego metropolitan areas.

For more information, visit the website at [www.vestar.com](http://www.vestar.com).

###