



Media Contact: Angela Menninger, [angela@dualitypr.com](mailto:angela@dualitypr.com) or 602-373-8212 (mobile)

### **MEDIA ALERT**

**“Malloween” at Desert Ridge Marketplace gives families a safe, fun place to trick or treat**  
*Up to 5,000 costumed children expected at annual Halloween celebration, Oct. 29*

**What:** Calling all pint-sized witches, ghosts and pumpkins – Desert Ridge Marketplace is hosting a “[Malloween](#)” event to give Valley families a fun and safe alternative to traditional door-to-door trick-or-treating. The event provides a not-so-spooky, little-bit-kooky Halloween experience, especially for younger trick-or-treaters.

With store-to-store trick-or-treating, Halloween music and plenty of prizes, along with a variety of games and activities coordinated by family entertainment company, Funergy, “Malloween” is expected to draw up to 5,000 costumed children to the District. In addition to candy, participating stores, indicated by a balloon column outside their doors, will provide select giveaways.

**When:** **3 p.m. to 5 p.m., Saturday, Oct. 29, 2016**

**Where:** **Desert Ridge Marketplace – The District Stage  
21001 N Tatum Blvd., Phoenix**

**Why:** According to a survey released today by the National Retail Federation, more than 171 million Americans will celebrate Halloween this year and U.S. consumers are expected to spend an average of \$82.93, up from last year’s \$74.34. With Halloween fever hotter than ever, growing numbers of families are looking for alternatives to traditional trick-or-treating excursions after nightfall. Desert Ridge Marketplace’s “Malloween” is the perfect option for families with young children looking to participate in Halloween traditions in a safe, secure environment.

**Visuals:** The late afternoon event will bring:

- 4,500-5,000 dressed-up trick-or-treaters and their families to The District;
- Candy, candy and more candy; and
- Prizes and giveaways.

### **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 100 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).