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### **MEDIA ALERT**

#### **HOLIDAYS IN THE DESERT ARE MAGICAL:**

***DESERT RIDGE MARKETPLACE OFFERS NIGHTLY SNOWFALLS, SKATING, STORY TIME, LIVE PERFORMANCES... AND EVEN A TREE SELFIE CONTEST FOR THE CHANCE TO WIN \$500!***

**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 this month.

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. 23 at 6 p.m., transforming the area into a desert-style winter wonderland. Additional events throughout the holiday season include FREE ice 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.

Not to mention, shoppers have the chance to take a selfie with the Desert Ridge holiday tree during a three-week period for a chance to win a \$500 Visa gift card. That's enough to make anyone feel merry and bright!

**WHAT/  
WHEN:**

#### **First Snowfall of the Holiday Season - FREE**

*Nov. 23 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 photo opportunity with the popular Snow Sisters.

#### **Tree Selfie Contest**

*Nov. 23-Dec. 13*

Do what you do best and take a selfie photo with the Desert Ridge Marketplace Christmas Tree for a chance to win a \$500 Visa gift card. All you have to do is share your photo using #DRMTREESELFIE on Instagram. Everyone who uses the hashtag will be automatically entered to win. The winner will be selected on Dec. 14, just in time for last-minute holiday shopping!

#### **Nightly Snowfalls at Desert Ridge Marketplace - FREE**

*Nov. 23-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 11am-8pm!

*(No snow on Thanksgiving Day and Christmas Day)*

-more-

**Holiday Skating - FREE**

*Nov. 27-28 from 6-8 p.m. and Nov. 29 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.

**Desert Ridge Marketplace Story Time with PBS Channel 8 - FREE**

*Dec. 2, 9 and 16 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 Clifford The Big Red Dog on Dec. 2, Super Why! on Dec. 9 and Curious George on Dec. 16. Remember to get here early to grab a prime seat!

**Sounds of the Season - FREE**

*Dec. 12 from 11 a.m.-6 p.m. and Dec. 13 from 10 a.m.-6 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. 16, 2016 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 live music, 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 November 1-30 and receive two FREE vouchers to the world-renowned Trans-Siberian Orchestra at Gila River Arena on December 6. *Must be at least 18 years old to participate. Other restrictions apply.* <http://www.shopdesertridge.com/orchestra/>

**Salvation Army Angel Tree**

*Nov. 19-Dec. 24 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-November – December 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](http://www.shopdesertridge.com/savings)

**Monster Jam & Supercross Gift with Purchase**

*Dec. 1-24 or while supplies last*

For the thrill-seekers this holiday! Spend \$300 or more in one day at Desert Ridge Marketplace between December 1-24 and receive two FREE tickets to Monster Jam AND Supercross at University of Phoenix Stadium. *Must be at least 18 years old to participate. Other restrictions apply.*

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**Salvation Army Coat Drive**

*Dec. 3 from 5 a.m.-7 p.m. near Old Navy*

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](http://www.shopdesertridge.com/holiday)

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