



Contact:

Denise Hart, Vice President of Marketing
602-553-2717

FOR IMMEDIATE RELEASE

SNOW WHAT FUN AT DESERT RIDGE MARKETPLACE

Radio Disney helps kick off holiday season with first snowfall of the holiday season. Other holiday activities include Holiday Storytime & more.

PHOENIX, Arizona (November 5, 2012) – Desert Ridge Marketplace teams up with Radio Disney to kick off the nightly snow shows at Desert Ridge. Radio Disney will provide the “Rockin Road Show” to give a great interactive event for kids of all ages! Join us for the very first Snow What Fun snow fall of the season and official tree lighting.

The holiday festivities will be held at the AMC fountain area in the Desert Ridge Marketplace District on Monday, November 19th from 5 to 8 p.m. There will be 4 snowfalls that evening that will create a spectacular holiday experience unlike any other. In addition to the first snowfall of the season, Radio Disney will bring out their Rockin’ Road Crew for entertainment, fun games and prizes.

Each and every evening this holiday season, through December 24th (with the exception of Thanksgiving) at 7:00 and 8:00 p.m. Desert Ridge Marketplace will feature a snowfall for all Arizona residents. The 8 minute snow fall, brought to Desert Ridge Marketplace by MagicSnow, features flakes of snow that children and families will be able to touch and play with. The artificial snow, made up of 90% water is non-toxic, non-staining, eco-friendly, non-allergenic and dissolves upon contact.

“In Arizona there are a lot of kids and families who have never seen snow before. It’s really a magical experience that puts everyone in the holiday spirit. This year Vestar has extended our snow shows twice nightly in order to make it easier for everyone in the valley to enjoy the experience.” said Denise Hart, Vice President of Marketing. “Vestar Development and Desert Ridge Marketplace are thrilled to bring this holiday experience to its shoppers.”

This holiday season Desert Ridge Marketplace will once again be offering FREE skating on the hybrid-ice skating rink Thanksgiving weekend, Friday, November 23rd through Sunday, November 25th from 11 a.m. – 7 p.m. Skates are available (just bring your socks) and there is no charge for this fun activity for the entire family. The rink is self sustaining in that it needs no energy (electricity) and adapts to any climate. It is truly the energy saving and environmentally responsible alternative to real ice, yet offers a realistic skating experience.

Again this holiday season, Desert Ridge Marketplace will be holding a FREE Holiday Storytime & Activities series on Wednesdays, December 5th, 12th & 19th from 5 – 7 p.m. at the District stage. The series will bring a variety of family and children’s activities, provided by The Little

Gym®. Entertainment will include FREE hot chocolate and cookies, storytime readings of holiday classics and special guest characters including Clifford the Big Red Dog (Dec. 5), Super Why! (Dec. 12) and Curious George (Dec. 19), presented by PBS.

Another popular repeat holiday event will be the 98.7 The Peak Snow Day at Desert Ridge Marketplace on Saturday, December 8th from 10 a.m. to 1 p.m. Over 35 tons of man-made snow will be on hand for families to come out and play in. Other activities this day include holiday treats for decorating, a live band and prizes.

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.

About Vestar

Headquartered in Phoenix, Ariz., Vestar is one of the leading privately held real estate companies in the western United States. The company develops 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.

###