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### **MEDIA ALERT**

## **TEMPERATURES RISING: SPRING FEVER REACHES EPIDEMIC PROPORTIONS AS RETAILERS, RESTAURANTS CELEBRATE SPRING WITH HOT SAVINGS AT DESERT RIDGE MARKETPLACE** ***Shopping Center Brings Shoppers Everything They Need to Look, Feel and Be Their Best***

**WHAT:** Spring Fever has hit Desert Ridge Marketplace hard as retailers and restaurants shrug off the winter blahs and replacing them with springtime rah-rahs! As Valley residents ditch winter and emerge from hibernation to enjoy longer days and warmer weather, retailers are celebrating the start of the season by unleashing a wave of big spring savings (not to mention fashion in many cases!) throughout March and April.

More than 45 retailers and restaurants have teamed up to create a *Springtime of Savings* at the north Phoenix shopping center. In addition to double-digit savings, customers will have the chance to enjoy live music and entertainment on the District Stage, as well as a host of special events as they ring in the start of spring.

**WHAT/  
WHEN:**

***Springtime of Savings* takes place through March and April.**

**Apparel:** After a heavy spring cleaning, customers looking to revitalize their closets with some great springtime **fashions** will have plenty of ways to save from a wide array of retailers, including:

- **Carter's**, where shoppers looking to outfit their babies and toddlers in cute, whimsical clothes can enjoy 20 percent off a purchase of \$40 or more.
- **Desert Ridge Cleaners** takes spring cleaning to heart as they promise to breathe new life into what's left in the closet by offering 25 percent off all dry cleaning services and a special offer of only \$1.99 for men's laundered business shirts.
- **Dressbarn**, where from shoes to slacks and tops to dresses, the retailer is raising spring style stakes with 20 percent off a single regular-priced item.
- **Old Navy** has something for every member of the family and is giving customers \$10 off a purchase of \$50 or more.
- **Scrubs & Beyond** is showing love to fashion-forward medical professionals with 20 percent off one item.
- **Xi Clothing Co.** comes to the rescue of customers by offering a \$10 gift card for every purchase of \$100 or more.

**Restaurants:** Customers who work up an appetite saving money at Desert Ridge this spring, will have a chance to truly feast as restaurants serve up delicious fare and discounts.

- **California Pizza Kitchen** is giving sweet tooths the chance to celebrate spring in a big way with a free dessert with the purchase of one entrée.
- **Cold Stone Creamery** continues the trend by offering two Love It™ creations, each with one mix-in, for only \$7.
- **Romano's Macaroni Grill** puts some amore into dinner with a free appetizer with the purchase of two entrées.
- **Majerle's Sports Grill** delights in springtime (and March Madness) with 15 percent off the entire bill.
- **Mimi's Café** helps diners dive into a meal, no matter what time of day with a special deal that offers a buy-one-get-one breakfast, lunch or dinner entrée.

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- **Nori Sushi** infuses fresh flavors into delightful Japanese delicacies, whether for a quick bite or full dinner. The restaurant is providing guests with 10 percent off their entire food purchase.
- **Omaha Steaks** has a deal at-home cooks won't be able to refuse. They're offering customers a reusable tote bag for just \$1...and 40 percent off any items they can fit into the bag!
- **Paris Rendez-vous** redefines Paris in Spring. After purchasing a combo lunch card, diners can nibble on a free macaron or cannele.
- **Port of Subs**, the connoisseur of sliced fresh sandwiches, also mixes it up for diners who spend \$20. They'll get 15 percent off their order.
- **Rubio's** will keep diners well hydrated as the warmer springtime temperatures set in with a free regular drink with the purchase of an entrée.
- **Sandbar** feels it's time for a spring fling on the patio by offering 20 percent off an entire lunch bill.
- **Slices** knows people have been chomping at the bit to sit outside and enjoy a meal in the beautiful springtime weather. That's why they're offering any two slices and a 20 oz. drink for only \$6.99.
- **Smoothie King** helps maximize every minute of the day with a delicious smoothie snack by taking 15 percent off purchases of at least \$20.
- **Sweet Tomatoes** thinks there's nothing better than deliciously fresh salad to ring in spring, so they're offering 15 percent off any meal, any time.

**Step it Up:** There's nothing better than spring cleaning. Out with the old and in with the new – especially when it comes to **upgrading** just in time for spring.

- **Barbeques Galore** gets grilling season going by offering 15 percent off in-stock accessories.
- **Hall of Frames** helps put a fresh spin on pictures and paintings needing a refresh with 40 percent off custom framing orders.
- **Mattress Firm** knows that with so much springtime play locals will need a lot of rest. That's why they're providing 10 percent off purchases of \$499 and up.

**Lookin' good, feelin' great:** Springtime is the perfect time to help customers **look and feel their best**.

- **Claire's** helps spruce up jewelry and accessory boxes with 20 percent off entire purchase.
- **Fashion Nails and Spa** thinks it's high time to set aside closed toe shoes and slip into some sassy sandals, but not without an equally sassy mani-pedi for only \$35.
- **Hallmark** can help spruce up a shelf with cute ornaments or put a smile on someone's face with a heartfelt card. That's why they're giving shoppers 20 percent off any item in the store.
- **Jacksons** knows a car is the biggest accessory a person has, so why not make it look like a million bucks with half off any car wash.
- **Marketplace Smiles Dentistry and Orthodontics** feels that spring opens the way for piles of smiles, so why not take 10 percent off any dentistry service?
- **Massage Envy** helps work those winter blues out of the system with a special one-hour massage at the introductory price of \$49.99 or one Murad healthy skin facial at \$59.99.
- **Nationwide Vision** makes sure shoppers can see the wonders of spring with \$20 off eye exams.
- **Pearle Vision** helps bring those visions of spring to life with a buy-one-get-one free offer.
- **Supercuts** makes looking good easy with \$2 off each haircut and 20 percent off retail products.
- **Target Optical** is right on target with 30 percent off a complete pair of glasses.
- **The Dailey Method** makes getting in shape easy with unlimited barre classes for \$79.

**To the Max:** Trying to figure out how to **take in all that spring has to offer** after a long, cold winter? Desert Ridge Marketplace can definitely help!

- **As You Wish** has every spring color under the rainbow with which to paint a seasonal creation. The store is offering \$10 off purchases of \$30 or more.

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- **AT&T** makes keeping in touch easier with \$25 off any phone purchase, \$0.99 tablet with service and \$10 off any accessory.
- **Barnes & Noble** wants to help kids get reading in the beautiful weather by offering 20 percent off one children or teen book.
- **Dave & Buster's** helps shake the winter cobwebs off with free \$10 in game play with the purchase of \$10 of game play.
- **Industrial Rideshop** keeps things rolling with 15 percent off custom complete skateboards.
- **Just Sports** helps winter-dormant sports fans get back into the swing of things with 20 percent off one regular priced item.
- **Pet Club** helps equine lovers load up on riding accessories with \$10 off a purchase of \$50 or more.
- **Sprint** has something for shoppers looking to accessorize their phones by offering \$5 off any two accessories, \$10 off any three accessories and \$20 any four accessories.
- **The Play Factory** helps kids ease into spring with a buy one regular admission and receive one admission for free.
- **T-Mobile** helps get an off-the-hook start to spring with \$50 off any handset with a new post-paid activation.
- **Uber** will take the edge off driving and parking to Desert Ridge Marketplace. Arrive in style with \$20 off your first ride using the Uber promo code DESERTRIDGE.

\*Note: For a list of Springtime Savings restrictions and conditions, please visit [shopdesertridge.com/shop/savings](http://shopdesertridge.com/shop/savings).

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

**INFO:** For more information, visit: [shopdesertridge.com/shop/savings](http://shopdesertridge.com/shop/savings)

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