



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

MEDIA ALERT

We Built this City! “Lego City” is back by popular demand at Desert Ridge Marketplace *Arizona’s leading Lego user group displays miniature city, sparks imagination*

What: Desert Ridge Marketplace, together with Cactus Brick, Arizona’s leading Lego user group, will give Valley residents the chance to see exactly how creativity, combined with basic building principles, can help a miniature Lego City* rise out of the rubble of hundreds of thousands of Lego bricks.

The miniature city, featuring high-rise buildings, trains, bridges, trolleys, trees and other streetscapes will be set up near The District Stage next to GameStop at the open-air shopping destination. Lego hobbyists who created the display will be on hand to show off their creations and inspire others to harness their imaginations and build their own tiled creations. This is a FREE family-themed display.

**Cactus Brick’s Lego City is a fan event not sponsored, administered, or organized by The Lego Group. LEGO is a trademark of The Lego Group.*

When: **Oct. 23-Nov. 29 (Weekends only)**
Fridays 6 p.m. to 9 p.m.; Saturdays 11 a.m. to 9 p.m.; and Sundays 11 a.m. to 6 p.m.

Where: **Desert Ridge Marketplace – Near the District Stage, next to GameStop**
21001 N Tatum Blvd., Phoenix, AZ 85050

Why: Creativity and imagination are at the root of innovation. And for many Valley residents, childhood exposure to Lego bricks has been one of the first outlets for their creativity and imagination to flourish. The Cactus Brick group continues to translate their childhood love of building into a stimulating hobby that demonstrates imagination has no limits or age restraints.

Visuals: As part of the miniature city, guests will be able to see:

- Intricate working cityscapes;
- Imaginary and replica buildings; and
- A variety of vehicles, including trains, bridges, trollies and cars.

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.

About Cactus Brick

Formed in June of 2008, Cactus Brick is a group of adult (over 18 only) fans of LEGO who collect, build, play with, and share ideas about the LEGO hobby. For more information, visit the website at www.cactusbrick.org.