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MEDIA ALERT

DESERT RIDGE MARKETPLACE BEATS THE WINTER BLUES WITH JAM-PACKED JANUARY *Snow Day, Live Music and Tickets to the Hottest Events in Town Help to Kick Off 2016!*

WHAT: There's no room for the winter blues at Desert Ridge Marketplace, as the shopping center serves up a healthy dose of events and activities for shoppers of all ages throughout the month of January.

In addition to the warm crackling fire near the AMC Theatres Plaza to live music on the District Stage, the centerpiece of blues-beating activities will be a **Snow Day on Saturday, Jan. 16. From 10 a.m. to 1 p.m., kids of all ages will be treated to a winter wonderland as 40 tons of snow is piled high in the Sandbar parking lot.** Snow revelers will be treated to live music from The Rave, cookie decorating from Albertsons, and plenty of giveaways and enter-to-win prizes.

**WHAT/
WHEN:**

Desert Ridge Marketplace Snow Day - FREE

Jan. 16, 2016 from 10 a.m.-1 p.m. in the Sandbar Parking Lot located off of Tatum Blvd.

If you can't make it to the snow for the holidays, the shopping center is bringing the snow to you! Whether you're a kid or just want to feel like one for the day, grab your mittens and head over to Desert Ridge Marketplace for a fun-filled Snow Day. With more than 40 tons of snow to play in, along with crafts, cookies and milk, and live music, there is something for everyone in the family to enjoy! For details, visit: <http://www.shopdesertridge.com/snowday/>.

Free Tickets to Waste Management Phoenix Open with Purchase

Jan. 1-29 (or while supplies last)

FORE! It's not just a term heard on the links; it's also a battle cry for shoppers seeking to attend the hottest event in town! When shoppers spend \$250 or more in the same day at Desert Ridge Marketplace, they can receive two free tickets to the Waste Management Phoenix Open (an \$80 value) at TPC Scottsdale. Tickets can be redeemed by bringing same-day receipts to the Management Office located on the north side of the District between Xi Clothing and AT&T, from 8:30 a.m. to 5 p.m., Monday to Friday. For details, visit: <http://www.shopdesertridge.com/golf/>.

Shop Happy by Riding Uber

Why search for parking spots when you should be hunting for great deals? Desert Ridge is bringing back its wildly-popular partnership with Uber, where first-time users can enjoy a free first ride, up to \$20, with the code DESERTRIDGE.

Free Concert Series

7 p.m., Fridays and Saturdays

Shoppers will be treated to free concerts every Friday and Saturday night at the District Stage and AMC Fountain area. Bands performing live music throughout January include Kenny Love & the Rock-er-fellas, Ghandi's Garage, The Thaddeus Rose Band, Ratio, Pat Roberts and the Heymakers, The J Powers Band, Peppermint James and Hello Swindon. For the full schedule visit, <http://www.shopdesertridge.com/events/live-music/>.

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Free Storytime Sessions

11 a.m., Tuesdays and Saturdays

And for pint-sized shoppers, Barnes & Noble is offering a free storytime each week with a different theme. You never know who will show up, as storytime often brings characters from beloved modern and old-time tales. The readings are open to children of all ages.

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

VISUALS: Key visuals available include:

- Families – especially those with little ones – playing on a mountain of snow.
- Children getting back-to-basics and enjoying the art of storytelling at Barnes & Noble.
- People from home and out of state enjoying free concerts under an Arizona-winter sky on the District Stage and at the AMC Fountain.

INFO: For more information, visit: www.shopdesertridge.com

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