

**FAMILY AT  
SIMON PROGRAM  
OVERVIEW 2019**



  
SIMON®



# FAMILY AT SIMON

Simon has long championed a commitment to delivering family-friendly programming at our properties and recognizes the importance of this demographic across the portfolio.

In Q1 2019, we will launch Family at Simon with a cohesive communications strategy to reinforce Simon as the preeminent family shopping destination at the heart of local communities.

Our members-only program will offer special retailer offers, promote in-store events and happenings, and outline property amenities and programming geared to families all in one easy-to-access website.



# PROGRAM OVERVIEW 2019

## PROMOTE RETAIL PERKS, PROGRAMS AND IN-STORE EVENTS

- Retailer Offers: Exclusive retailer discounts for Family at Simon members.
- Existing Offers: Promote in-store events, programs, classes, and happenings geared to families.
- Custom Itineraries: Promote “Day at Mall” itineraries and highlight dining, shopping, and entertainment options.
- Party Planners: Create birthday party planners that promote resources for parents to plan in-mall birthday parties. Include retailers, restaurants, and experiences as party options.

## PROMOTE FAMILY-GEARED AMENITIES

- Play Areas
- Parking
- Play Along the Way
- Strollers
- Family Dining
- Family Restrooms

## DEVELOP FAMILY PROGRAMMING

- Disney Junior Playdates
- Easter
- Simon family events including Halloween, Back to School, Family Game Day, Movie Night, etc.
- Holiday Events including Tree Lighting, Santa Arrival, and Breakfast with Santa



## JOIN THE FUN: FAMILY AT SIMON

With kid-friendly events, programs, perks and discounts, we're your local go-to for all things fun. Stay in the loop, become a member today.

Visit [family.simon.com](http://family.simon.com) to sign up.

LENOX SQUARE<sup>SM</sup>  
A SIMON MALL



# FAMILY AT SIMON

## 2019

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### PARTICIPATING PROPERTIES

#### THE MILLS®

Arizona Mills  
Arundel Mills  
Concord Mills  
Grapevine Mills  
Great Mall  
Gurnee Mills  
Katy Mills  
Opry Mills  
Philadelphia Mills  
Potomac Mills  
Sugarloaf Mills

#### SIMON MALLS®

Apple Blossom Mall  
Auburn Mall  
Barton Creek  
Square Battlefield  
Mall  
Brea Mall  
Broadway  
Square  
Burlington Mall  
Castleton Square  
Cielo Vista Mall  
Coconut Point  
Columbia Center  
Coral Square  
Cordova Mall  
Crystal Mall  
Dover Mall  
Emerald Square

Firewheel Town Center  
Greenwood Park Mall  
Hamilton Town Center  
Haywood Mall  
Ingram Park Mall  
King of Prussia  
La Plaza  
Lakeline Mall  
Lehigh Valley Mall  
Livingston Mall  
Mall of Georgia  
Meadowood Mall  
Menlo Park Mall  
Miami International Mall  
Midland Park Mall  
Montgomery Mall  
Newport Centre  
North East Mall  
Northshore Mall  
Ocean County Mall  
Orland Square  
Pheasant Lane Mall  
Plaza Carolina  
Quaker Bridge Mall  
Rockaway Townsquare  
Roosevelt Field  
Ross Park Mall  
Santa Rosa Mall  
Smith Haven Mall  
Solomon Pond Mall

South Hills  
Village South  
Shore Plaza  
SouthPark  
Southridge Mall  
St. Charles Towne Center  
Stoneridge Shopping Center  
Summit Mall  
Tacoma Mall  
The Avenues  
The Empire  
Mall The Falls  
The Mall at Rockingham Park  
The Mall at Tuttle Crossing  
The Mall of New Hampshire  
The Shops at Chestnut Hill  
The Shops at Mission Viejo  
The Westchester  
Tippecanoe Mall  
Town Center at Cobb  
Towne East Square  
Treasure Coast  
Tyrone Square  
University Park Mall  
Walt Whitman Shops  
West Town Mall  
White Oaks Mall  
Wolfchase Galleria  
Woodfield Mall  
Woodland Hills Mall

# PROGRAM OVERVIEW 2019

## ALWAYS ON

This always on program will launch in March **2019** and will run year round with special events, programs and initiatives at key touch points.

In **2019** key touch points will include Easter, 4th of July and Back To School, Halloween and Holiday as well as center specific events.

Participating center websites will now feature a digital space for all things family. A compilation of events, news and retailer offers will provide families with information in one central location. Content will include family focused retailers, family friendly dining options, offers and special events. Additionally, this page will highlight special retail offers available to Family at Simon members exclusively.



# RETAILER NOTES

## PROGRAM PARTICIPATION

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### **PROVIDE AN OFFER FOR FAMILY AT SIMON MEMBERS**

Provide a special retail offer available to Family at Simon members exclusively. This special discount is offered only to family members at participating locations when a customer presents their digital or printed membership card.

Visit [www.simon.com/rs](http://www.simon.com/rs) and select “Simon Family” under the Sale Type Section. Your offer needs to be valid through December 2019 but you can edit your offer at any time to align with your marketing goals.

Be sure to select the appropriate participating centers.

