



CONTACT: The Lavidge Company
Alyssa Piviotto
(480) 998.2600
CRAIG REALTY GROUP
(949) 224.4100

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Tenth Annual Shopping Extravaganza Raised \$55k for Local Charities

PHOENIX – Outlets at Anthem, a Craig Realty Group property, hosted one of its signature events this fall, and raised a total of \$55k for 21 charities around the Valley. More than 1,400 shoppers from around the Valley gathered for a day of exclusive discounts, chocolate and wine tasting and won amazing prizes.

The tenth annual Shopping Extravaganza event kicked off at 9 a.m. Saturday, Oct. 4. Guests purchased a shopping event ticket for \$20 to receive exclusive store discounts, a gift bag, a choice of two special “shopper” lunches in a special VIP suite, wine and chocolate tastings and a chance to win \$30,000 in gift cards and prizes.

75 percent of the money raised from the sale of shopping event tickets benefited participating Valley charities, as well as 100 percent of the proceeds from a silent auction and additional prize ticket sales.

“Our Shopping Extravaganza is a wonderful event for our guests – great deals, chances to win some amazing prizes – but more importantly, it’s a phenomenal way to give back,” said Sallyann A. Martinez, marketing director for Outlets at Anthem. “This year is particularly special as we celebrate the tenth anniversary of the event, having raised more than \$250,000 for our Phoenix area charities in that time.”

The Outlets at Anthem’s annual Shopping Extravaganza event was created in 2004 as a way to give back to the community and support local charities, and as a kick-off to the holiday shopping season offering special store discounts. Since its inception, it’s become the go-to charity shopping event for people throughout the Valley. In 2013, more than 1,800 guests attended helping raise more than \$51,000 for 20 local charities.

Guests had the opportunity to win and be a *Diva for the Day*. The package is from A Wild Hair Salon & Day Spa, worth \$500, includes a manicure, pedicure, haircut and color, makeup refresher and a deluxe 90 minute facial. Other prizes include a *Dude for the Day* package (\$250 value) and a \$200 Outlets at Anthem gift card courtesy of Tim's Toyota in Prescott and much more. Participating stores will have enter-to-win prizes and in store activities all day long.

The 21 local partner charities for this year's event include the American Liver Foundation, Anthem MOPS, Anthem School PTA, Anthony Bates Foundation, Arizona Hills Community Church, Arizona Literacy & Learning Center, Community Health Charities of Arizona, Daisy Mountain Firefighters Charities, Daisy Mountain Veterans, Deer Valley Education Foundation, Foothills Caring Corps, Inc., Girls Rule Foundation, Home for Heroes, JATABA Dance Troupe, Musical Theatre of Anthem, O'Connor Academy Booster Club, Phoenix Youth Ballet Theatre, Pots for P.O.T.S., ProMusica Chorale & Orchestra, Team W.I.S.H, and Touchstone Behavioral Health.

Tickets to Shopping Extravaganza are \$20 each. Tickets can be purchased through Oct. 2 three ways: directly through partnering charities, online by clicking [here](#), or at the customer service desk located in the food pavilion.

Outlets at Anthem, which hosts more than three million visitors a year, was recently named "Best of the Valley Outlet Shopping Center" by *Arizona Foothills Magazine* for the third consecutive year. The center offers pedestrian-friendly and pet-friendly open air shopping with top designer brands for men, women and children at every day discounts. Outlets at Anthem shoppers can receive a free VIP Savings Card for additional discounts and seniors can save 10 percent at a wide selection of stores. The center features many amenities including a food pavilion with seven restaurant options, free wi-fi services, flat screen TVs, a children's play area, 300 covered parking spots, electric car charging stations and more. Outlets at Anthem is located in Phoenix off the 1-17, 15 minutes north of Loop 101, at the Anthem Way, exit 229.

For more information, visit www.outletsanthem.com or Facebook.com/OutletsatAnthem.

About Craig Realty Group

Craig Realty Group is a shopping center development and management firm founded by Steven L. Craig and is based in Newport Beach, California. A leader in the development and management of high income-producing, upscale factory outlet centers, Craig Realty Group owns, operates and manages nearly 4.3 million square feet of existing retail development in 7 states: **Outlets at Anthem** in Phoenix, Arizona; **Cabazon Outlets** located near Palm Springs, California; **Citadel Outlets** in Los Angeles, California; **Outlets at Conroe** located near Houston, Texas; **Outlets at Castle Rock** located south of Denver, Colorado; **Outlets at Loveland** located north of Denver, Colorado; **Outlets at Silverthorne** located west of Denver, Colorado and **Outlets at Vicksburg** in Vicksburg, Mississippi. In November 2012, Craig Realty Group grand opened its newest center, **Outlets at Traverse Mountain**, located in Lehi, Utah, just

20 minutes from Salt Lake City. Projects in development include **Plaza San Clemente**, California; **Sussex Commons Lifestyle Outlet**, New Jersey; **Chicagoland Outlets at Country Club Hills**, Illinois; **The Promenade Shops at Orchard Valley**, Manteca, California; **Outlets at Kapolei Commons**, Oahu, Hawaii; **Outlets at Richmond**, Virginia; **Outlets at Cleveland**, Garfield Heights, Ohio; and **Outlets at Columbus**, Sunbury, Ohio. Craig Realty Group founder Steve Craig previously developed Desert Hills Premium Outlets and Carlsbad Company Stores, two of the most successful manufacturer outlet centers, and was instrumental in developing Camarillo Premium Outlets. For more information, visit www.craigrealtygroup.com.

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