



CRAIG REALTY GROUP

outlets
at Anthem

Media Advisory
September 18, 2014

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America's Tallest Fresh-Cut Christmas Tree to Arrive Oct. 21 at Outlets at Anthem in Phoenix

What:	<p>The tallest fresh-cut Christmas tree in America*, a 112-foot-high, white fir, will arrive at Outlets at Anthem at 6 a.m. Tuesday, Oct. 21, following a four-day journey from northern California. Once decorated, the tree will reach 115 feet.</p> <p>For the fifth consecutive year, the popular North Phoenix outlet shopping center will display the 12-ton tree in its busy center court area during the holiday season.</p> <p>Traveling nearly 750 miles on a 75-foot stretch flatbed trailer, the 27-foot-wide tree will be unloaded on the east side of the center where Santa will meet the tree to certify that it is the tallest in the nation, officially kicking off the holiday season in the Valley. Then the waiting crew of 14 will secure the tree to a large strap from which a construction crane will hoist it off the flatbed, rotate it and lower it into a specially designed tree well in center court.</p> <p>Onlookers are welcome to watch the progress in a special viewing area where many activities will be taking place:</p> <ul style="list-style-type: none"> • Carolers Performing (from 6:30-8:30 a.m.) • Santa Claus Letter Station • Hot Chocolate and Cookies
Where:	<p>Outlets at Anthem, 15 minutes north of the Loop 101 off I-17 at the Anthem Way exit</p> <p>4250 West Anthem Way, Phoenix</p>
When:	<p>Tuesday, Oct. 21</p> <ul style="list-style-type: none"> • 6 a.m. Arrival • Tree Lifted by Crane into Position at 7:15 a.m. • Festivities until 8:30 a.m.
Fun Facts:	<p>To compare, the tree is taller than:</p> <ul style="list-style-type: none"> • The Arizona State Capital building (90 feet) • An official NBA Basketball court (94 feet) • The tallest tree ever showcased in New York City's Rockefeller Center (90 feet) • Splash Mountain at Disneyland in California (87 feet)

	<ul style="list-style-type: none">• The iconic Hollywood sign in California (55 feet)
Additional Info:	Call (623) 465-9500 or visit www.outletsanthem.com

*America's tallest fresh-cut decorated Christmas tree stands at 115-feet. This year, Outlets at Anthem's 115-foot tall tree has a twin which will be showcased at Outlets at Anthem's sister center, Citadel Outlets in Los Angeles, Calif.

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