



CRAIG REALTY GROUP

outlets
at Anthem

CONTACT: Caitlin Wendt
Lavidge
(480)998-2600
cwendt@lavidge.com

FOR IMMEDIATE RELEASE:

Nov. 11, 2014

Before You Exit, Josh Levi and Christina Grimmie Perform at 13th Annual Tree Lighting Ceremony
America's Tallest Fresh-Cut Christmas Tree Stands at 115ft at Outlets at Anthem

(PHOENIX) – To keep tradition going, Outlets at Anthem is hosting the 13th annual Christmas Tree Lighting Ceremony featuring special musical guests X Factor competitor Josh Levi; third place winner of NBC's "The Voice," Christina Grimmie and headliner teen sensation, Before You Exit. But as the highlight of the family-friendly free gala, Outlets at Anthem will light the nation's tallest fresh-cut Christmas tree* for the fifth consecutive year.

The holiday-inspired event will start at 5 p.m. Saturday, Nov. 15 at the popular outlet shopping center in north Phoenix. Outlets at Anthem is located 15 minutes north of the Loop 101 off I-17 at the Anthem Way exit 229.

"We welcome families from across the valley to enjoy our annual tree lighting event," said Outlets at Anthem Marketing Director, Sallyann Martinez. "With so many talented performers, we are thrilled to continue our tradition with this holiday event."

Once again, Outlets at Anthem welcomed the 112ft white fir from northern California. When fully-decorated it stands taller than an NBA basketball court and is twice the size of the iconic Hollywood sign. It is decorated with three miles of LED lights and 25,000 ornaments and bows.

VIP packages featuring exclusive tickets for a meet and greet with Before You Exit, Josh Levi and Christina Grimmie, a private party before the concert and up-front seating for the show are currently being auctioned off. To bid on one of these packages, visit the Outlets at Anthem website at

www.outletsanthem.com. All proceeds will go to the Salvation Army Angel Tree program, a nonprofit charitable organization.

When the clock strikes 7 p.m. Santa Claus along with emcee, Matthew Blades from 96.9 The Mix and Phoenix Councilwoman, Thelda Williams, will lead the countdown and flip the switch to light the tree. The lighting will be followed by a performance from the local group Rhapsody School of Music Christmas Band.

This year's Friday Family Fun Night on Nov. 14 will feature a cool night of frozen fun from 5 to 8 p.m. The center is hosting "Frozen Family Fun," where participants can build a snowman, plus take part in other fun events like a snowball rally, a sing along with Musical Theatre of Anthem and a chance to take pictures with princesses and the Madagascar Penguins. Children are encouraged to wear their pajamas and bundle up to watch "Frosty the Snowman," at 7:15 p.m. and watch it snow at 7:45 p.m.

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](https://www.facebook.com/OutletsatAnthem).

*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. Note that due to weather and winds the three-foot star has been removed from the top of the tree to preserve the live tree.

About Craig Realty Group

Craig Realty Group is a high income-producing, upscale factory outlet development and management firm founded by Steven L. Craig, based in Newport Beach, California. Craig Realty Group owns, operates and manages 10 outlet centers in 6 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 Hillsboro**, located between Dallas and Waco, 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; **Outlets at Vicksburg** in Vicksburg, Mississippi; and **Outlets at Traverse Mountain**, located in Lehi, Utah, just 20 minutes from Salt Lake City. Projects in development include **Outlets at San Clemente**, California; **Chicagoland Outlets at Country Club Hills**, Illinois; **Outlets at Kapolei Commons**, Oahu, Hawaii; **Outlets at Richmond**, Virginia; **Outlets at Cleveland**, Garfield Heights, Ohio; and **Outlets at Lacey**, Washington. Craig Realty Group founder Steve Craig previously developed Woodburn Company Stores, Carlsbad Company Stores, and Franciacorta Outlet Village in Brescia, Italy. Craig was also responsible for the development of Desert Hills Premium Outlets in Cabazon, one of the largest and most successful manufacturer outlets in the world, and was instrumental in developing Camarillo Premium Outlets. For more information, visit www.craigrealtygroup.com.

###