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MEDIA ALERT

**CITADEL OUTLETS PARTNERS WITH CITY OF COMMERCE,
LOCAL BUSINESSES AND YOUTH GROUPS IN
TOURIST DISTRICT BEAUTIFICATION PROJECT, August 6**

WHAT: In partnership with the **City of Commerce**, area youth groups and many local businesses, **Citadel Outlets will host a community event to establish a Tourist Beautification District.** The project focuses on cleaning, repairing and improving areas surrounding Los Angeles' only outlet center. This public/private partnership will begin a new initiative for welcoming the 10 million-plus guests that visit Commerce annually.

Maintaining pride within the community, Citadel Outlets in conjunction with several area teens from *Commerce Teen Center*, *Commerce Aquatics Booster Club* and *St. Marcellinus Catholic Church* will ban together to keep Commerce clean and beautiful. Each youth group will be rewarded for their contribution with a donation made by Citadel Outlets to assist in their ongoing fundraising efforts.

WHEN: SATURDAY, AUGUST 6 (6:00 AM - 1:00 PM)

- Breakfast will be provided by *Ruby's Diner* for all volunteers (starting at 6am)
- A public statement will be made by Steve Craig, President of Craig Realty Group and City Leaders prior to beginning the clean-up efforts (6:35 am)

WHO: INTERVIEWS AVAILABLE (6:00 AM – 1:00 PM)

- Steve Craig, President, Craig Realty Group
- Traci Markel, Marketing Director, Citadel Outlets (via telephone)

WHERE: Citadel Outlets, 100 Citadel Drive, Commerce, CA 90040
(off Interstate 5 at Atlantic Blvd. North)

The City of Commerce cares about its citizens and millions of annual guests that pass through Commerce. Their goal is to embrace new visitors and businesses to make them

feel welcomed. As a business leader, Citadel Outlets feels it is important to support the immediate area by recognizing the value of being a good neighbor and sharing the responsibility owed to the community. By forging a public/private partnership, Citadel Outlets, the City of Commerce and many partnering businesses objective is to instill a sense of pride in the community for all local companies and citizens.

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