

## NEWS RELEASE

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### NEWS RELEASE FOR IMMEDIATE RELEASE

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## **NORTH VALLEY LANDMARK SHOPPING CENTER IS UPDATING ITS NAME TO BETTER REFLECT WHO IT TRULY SERVES**

(March 28, 2023 – PHOENIX) Anyone headed for the Outlets at Anthem will need to enter a new name into their GPS system because the landmark outdoor shopping center is changing its name to Outlets North Phoenix. The name change is in response to the explosive growth in the northern reaches of the Phoenix city limits and increased shopper demand.

“As anyone who lives in the area knows, growth in the North Phoenix area has been tremendous, especially the last five years,” said Steve Craig, property developer and owner of Craig Realty Group, which owns and operates Outlets at Anthem. “When we first acquired the property, it was named Outlets at New River and was a tourist destination for those traveling along the I-17, including those looking into the master planned community of Anthem. We’ve evolved over the years to be the preferred shopping center for the northern boundaries of Phoenix and as the north valley has evolved, we’re now changing our name to reflect that.”

The center was renamed Outlets at Anthem in 2002 as an outdoor open-air, family and pet-friendly destination. It was a popular place to shop for deals at designer retailers and a must-stop location for Valley residents heading north to Flagstaff or heading back to the Valley. It even advertised its sparkling clean, air-conditioned bathrooms for road-weary travelers.

In 2002, the shopping center staked its claim as a festive destination during the holidays featuring the state’s largest Christmas tree. For more than 20 years, families from all over the Valley flocked to the Outlets at Anthem for a healthy dose of the Christmas spirit.

“The new name and signage are a natural progression of any business willing and able to adapt to the growing needs of its community,” said JoAnn Truax, director of real estate operations and marketing, Craig Realty Group. “We’re happy to always be the place to save on designer brands, but we are excited to also become a place for shoppers’ services and entertainment.”

The retail development team is always working to bring the Valley’s favorite local and national retailers to Outlets North Phoenix. Blind Bear, which sells Hunter Douglas window coverings, recently opened a location and another new retailer, to be announced soon, is scheduled to open in June.

To learn more about Outlets North Phoenix and all the center’s shopping options, visit <https://www.northphoenixoutlets.com/>



### **About Outlets North Phoenix**

Located in Phoenix off the I-17, just 15 minutes north of the Loop 101, at Anthem Way, exit 229, Outlets North Phoenix offers pedestrian and pet-friendly open-air shopping with top designer brands for men, women and children. Shoppers can sign up for Elite Rewards for additional discounts by visiting Customer Service. Teachers, military and seniors can save 10% at a wide selection of stores. The center features many amenities including a food court, free Wi-Fi services, flat-screen TVs, a children's play area, more than 300 covered parking spots, electric vehicle charging stations and more. For more information visit [www.northphoenixoutlets.com](http://www.northphoenixoutlets.com) or [www.facebook.com/NorthPhoenixOutlets](http://www.facebook.com/NorthPhoenixOutlets).

### **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, Calif. A leader in the development and management of high income-producing, upscale factory outlet centers, Craig Realty Group owns, operates and manages nearly five million square feet of existing retail development in eight states: North Phoenix Outlets in Phoenix, Ariz.; Outlets at Barstow in Barstow, Calif.; Cabazon Outlets located near Palm Springs, Calif.; Citadel Outlets in Los Angeles, Calif.; Outlets at San Clemente in San Clemente, Calif.; Tulare Outlets in Tulare, Calif.; Outlets at Castle Rock located south of Denver, Colo.; Outlets at Silverthorne located west of Denver, Colo.; Kapolei Commons, Oahu, Hawaii; East Hills Mall in St. Joseph, Miss.; Outlets at Conroe located near Houston, Texas; Outlets at Traverse Mountain in Lehi, Utah; and Outlets at the Dells in Baraboo, Wis. Craig Realty Group founder Steve Craig previously developed Desert Hills Premium Outlets, Carlsbad Company Stores and Woodburn Company Stores, three of the most successful manufacturer outlet centers, and was instrumental in developing Camarillo Premium Outlets. For more information, visit [www.craigrealtygroup.com](http://www.craigrealtygroup.com).

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