



FOR IMMEDIATE RELEASE

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Contact:

Jinger Adams

Senior Marketing Manager, Outlets at Traverse Mountain

Phone: 801-901-1200

Email: Jadams@outletsattraversemountain.com

Outlets at Traverse Mountain Hosts '*Big Jack Gives Back*'

Charity Event Supporting Local Alpine School District PTA's

LEHI, UT — More than 50 Alpine School District PTA's have the opportunity to increase their current budget by thousands of dollars! On Saturday, October 12, 2024, from 10 am to 4 pm Outlets at Traverse Mountain will host the highly anticipated ***Big Jack Gives Back*** charity event, which is a community-focused celebration designed to entertain families and shoppers while providing additional funding to support a stronger school year experience.

The show piece of the event is **Big Jack**, the largest known Jack O' Lantern in Utah, reaching an impressive 20' tall. You can visit and photograph Big Jack in the Grand Lobby Courtyard through October 31st. In addition to marveling at Big Jack, ticket holders will enjoy a variety of activities including carnival games, Halloween-themed activities, and plenty of family-friendly fun.

More than **\$30,000 in store gift cards** will be given away in random drawings to lucky participants throughout the event, adding an exciting opportunity for shoppers to win big while they support local schools.

Participating schools are selling event tickets, with proceeds from ticket sales going directly back to these schools, helping to fund important programs and initiatives. This collaboration is a unique opportunity to not only bring the community together but also support the education and enrichment of local students.

Event Highlights:

- **Exclusive participating retailer, one day only, discounts for ticket holders!**
- **Carnival Games:** Enjoy classic games with a Halloween twist, perfect for kids and families.
- **Free Face Painting & Magician:** Fun entertainment for children, including face painting and a captivating magician performance.
- **Goodie Bags:** Every ticket holder will receive a special goodie bag filled with fun surprises.
- **WIN BIG!:** Over **\$30,000 in store gift cards** will be given away to lucky ticket holders on event day only.
- **Support Local Schools:** Proceeds benefit participating school PTA's.

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In addition to the fun, this event will offer an excellent chance for families and the community to give back. With every ticket purchased, attendees are not only enjoying a day of entertainment but also helping schools provide better resources for students.

“We’re thrilled to host **Big Jack Gives Back** and bring our community together to support our schools in such a fun and meaningful way,” said Jinger Adams, Senior Marketing Manager at Outlets at Traverse Mountain. “This event is about more than just shopping or celebrating fall; it’s about making a real difference for the future of our children.”

Big Jack Gives Back is a can’t-miss event that perfectly combines the excitement of the fall season with the joy of community support.

Event Details:

- **Date:** Saturday, October 12, 2024
- **Time:** 10 a.m. – 4 p.m.
- **Location:** Outlets at Traverse Mountain, 3700 N. Cabela’s Blvd, Lehi, UT 84043
- **Ticket Info:** Available through Eventbrite [HERE](#)
- **Participating Schools:** Visit Eventbrite [HERE](#) for a complete list of participating schools. For more information on the Big Jack Gives Back charity event, please visit [Outlets at Traverse Mountain](#) or contact Jinger Adams at Jadams@outletsattravermountain.com.

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About Outlets at Traverse Mountain

Outlets at Traverse Mountain is located in Lehi, Utah, just off I-15, exit 284. It is Utah’s only Outlet center, featuring unique-to-Utah stores like ASICS, Hurley, Puma, The North Face Clearance, and Ann Taylor Factory. The center also hosts popular brands such as Banana Republic, J. Crew Factory, H&M, Nike, Coach, Michael Kors, New Balance and Under Armour, along with local favorites like Janela Bay Swimwear and Sinners & Saints coffee. Dining options include Johnny Rockets and BAAN Thai Cuisine and Bar, with lighter fare available at Auntie Anne’s Pretzels and Rocky Mountain Chocolate Factory. Outlets at Traverse Mountain, Utah’s Most Beautiful Place to Save. For additional information, visit [Outlets at Traverse Mountain](#).

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: Outlets North Phoenix 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; and Outlets at Traverse Mountain in Lehi, Utah. 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 [Craig Realty Group](#).