

FOR IMMEDIATE RELEASE

“PINK SAVES” Campaign Returns To Citadel Outlets With World’s Largest Breast Cancer Awareness Ribbon and a Series Of Awareness Events This October, in Partnership With Susan G. Komen Los Angeles

Events include a survivor-led fashion show, free mobile mammograms, a family fair, fundraising walk and more

LOS ANGELES, Calif. (September xx, 2019) – In honor of National Breast Cancer Awareness Month, Citadel Outlets is hosting the third annual PINK SAVES awareness and fundraising campaign in partnership with Susan G. Komen Los Angeles. Dedicated to supporting the organization's work towards a world that is free of breast cancer, the campaign will run October 1-31 and feature an entire month of on-site events and programs, including a survivor-led fashion show, free mammograms, fundraising walk and family fair, all designed specifically to support the breast cancer community.

To learn more about the campaign, its events and to register, please visit PinkSaves.com.

World’s Largest Breast Cancer Awareness Ribbon, Oct. 1-31

Returning for the third year in a row, the World's Largest Breast Cancer Awareness Ribbon will once again sparkle atop the center's iconic castle wall. Dubbed the “Ribbon of Strength,” this 76-foot ribbon will serve as a monument to the survivors, thrivers and angels in Los Angeles and across the country and will be on display October 1 through October 31.

The glittering ribbon is measured at 76 feet tall and 29.5 feet wide, making it the largest breast cancer awareness ribbon ever recorded. Weighing in at approximately 6,500 pounds, the ribbon is built to withstand up to 120 mph winds and has a visible surface area of 1,500 square feet. It is comprised of more than 73,500 individual sequins, significant in that they represent close to a third of new breast cancer diagnoses anticipated to take place in the United States in 2018.

A replica of the Ribbon of Strength will also be on display in Citadel Outlets’ center court throughout the month surrounded by a dedication wall to survivors, thrivers and angels. Shoppers will have the opportunity to purchase a coupon book that offers 25% off one item at participating retailers for a \$5 donation to Susan G. Komen Los Angeles.

Fashion Show, Oct. 6

To kick off the campaign, Citadel Outlets will host a PINK SAVES Fashion Show on Sunday, Oct. 6 from 5 p.m. to 6 p.m. Instead of professional models, the show will be walked by a group of breast cancer survivors, thrivers and supporters dressed in looks from luxury brands around the center. Also participating in the fashion show will be Raymundo, an acoustic Latin pop singer-songwriter from the Los Angeles area who is currently on the first season of Telemundo’s La Voz US. He will be walking in support of his mother, who was diagnosed with breast cancer.

This event is free and open to the public.

5k Walk and Complimentary Pancake Breakfast, Oct. 12

On Saturday, October 12 starting at 7 a.m., Citadel Outlets will be hosting a 5k charitable fun walk. The walk will begin with a fun warm-up exercise session led by drum-based organization Pound®, then travel

throughout Citadel Outlets' property, followed by a complimentary pancake breakfast catered by Ruby's Diner.

Registration for the walk is \$25 per person and all proceeds will benefit Susan G. Komen Los Angeles. Pre-event registration is encouraged and available at PinkSaves.com; walk-ups are also welcome. All registered attendees will also receive complimentary registration for Susan G. Komen's More Than Pink Walk in Feb. 2020.

Family Fair, Oct. 12

On Saturday, Oct. 12 from 11 a.m. to 3 p.m., Citadel Outlets will host a Family Fair following the 5k walk. Featuring more than 17 healthcare education booths with interactive stations, games and entertainment, the fair aims to promote overall health and wellness and is free and open to the public.

Free Mammogram, Oct. 18-20

Starting Friday, Oct. 18 (National Mammography Day) and running through Sunday, Oct. 20 between 9:30 a.m. and 5 p.m., a mobile mammogram truck will be on-site conducting free screenings. Registration will be available at PinkSaves.com; however, walk-ups are welcome. Susan G. Komen representatives will be present to provide education, support and information about on-going services to all participants.

Citadel Outlets is conveniently located just minutes from Downtown Los Angeles on I-5 at 100 Citadel Drive, Los Angeles, CA 90040. For more information about the PINK SAVES campaign, please visit PinkSaves.com or citadeloutlets.com. To join the Citadel Outlets community, please use #PINKSAVES and follow us on Facebook [@CitadelOutlets](https://www.facebook.com/CitadelOutlets) and Instagram [@Citadel_Outlets](https://www.instagram.com/Citadel_Outlets).

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 at Anthem 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 Loveland located north 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 Hillsboro in Hillsboro, 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.

About Susan G. Komen® and Komen Los Angeles County

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Komen was founded in 1982 by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Komen Los Angeles County is working to better the lives of those facing breast cancer in the local community. Through events like the annual More Than Pink Walk®, Komen Los Angeles County has invested \$10,535,590 in community breast health programs in Los Angeles County and has helped contribute to the more than \$920 million invested globally in research. For more information, call 310-575-3011 or visit <http://komenlacounty.org>.