

**To:** All Retailers  
**From:** Meghan Ayers, Marketing Manager, Fashion Outlets of Niagara Falls, USA  
**Date:** October 20, 2016  
**Re:** Allowing Camera Access on Black Friday

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We are in the midst of planning our public relations efforts for Fashionably Late (Thursday, November 24 and Friday, November 25) and would like to enlist your participation.

We will again invite the media to shop for positive holiday stories at Fashion Outlets of Niagara Falls during regular center hours. To encourage media coverage, we would like to offer the press a list of retailers that will allow camera access on Black Friday and/or have a local representative who can speak to the media about a variety of holiday retail topics. All media will be greeted and escorted throughout the center by a representative of the management office.

If you are interested in participating, please complete the following form and return to the Management Office by **Friday, November 18**.

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Store Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact Email: \_\_\_\_\_

1) \_\_\_\_\_ Yes, we will allow camera access on Black Friday

Special instructions (if any):

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2) \_\_\_\_\_ Yes, we have a local representative who can speak to media on Black Friday

Representative name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Special instructions (if any):

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