



On February 16, 2018, Fashion Outlets of Niagara Falls, USA will kick-off a celebration of the Lunar New Year that marks the Year of the Dog. The celebration will feature entertainment and demonstrations based on authentic Chinese traditions so that our guests can capture the magic of the Lunar New Year.

The Lunar New Year – or Spring Festival as it's been called since the 20th century – remains the most important social and economic holiday in China. For China and other Asian countries, the holiday has evolved to a chance for relaxation and long-haul travel.

Through our national and international tourism efforts, we are promoting the event to Chinese and Asian visitors as a way to experience and celebrate their major holiday during their stay in the United States.

### **Red Envelope Promotion**

*Friday, February 16 – Sunday, March 4, 2018*

In Chinese and other Asian societies, a red envelope is a monetary gift which is given during holidays or special occasions. In addition to the cultural activities that FONF has planned, retailers can leverage their sales by hosting an in-store event or by participating in our Red Envelope promotion. Please share your in-store event and/or offer with us to be included in our marketing efforts! Complete the attached Participation form and return to Guest Services no later than 02/13/2018.

### **SCHEDULE OF EVENTS**

*Friday, February 16 – Sunday, March 4*

Guests will receive a Lunar New Year red envelope featuring a free commemorative Year of the Dog Savings Pass and coupons provided by FONF retailers. (See attached participation form)

*Sunday, February 18*

Gold Summit Martial Arts Institute – Artistic masterpiece performances including: Dragon dance, Lion dance and Chinese Martial Arts performances



**FASHION OUTLETS**  
NIAGARA FALLS, USA  
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# Lunar New Year Envelope Sign-Up Form

*Store Name*

*Contact Name*

*Phone Number*

*Authorized Signature*

*Email*

*Title*

- ☐ **RETAILER EVENT (in store or common area) on February 18 (culturally-themed cooking demonstration, tea/fortune cookie sampling, musical entertainment etc.)**

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- ☐ **My store will include coupons to be placed inside Red Envelopes – minimum of 1,000 coupons to be delivered by 02/13/2018.**

*Please send all special offers/promotions to [OutletOffers@macerich.com](mailto:OutletOffers@macerich.com) to be included in this event.*



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