



FASHION OUTLETS
NIAGARA FALLS, USA
SAVE FASHIONABLY

Dear Retailer:

Fashion Outlets of Niagara Falls, USA is hosting a Back-to-School Celebration Monday, August 7th through Friday, September 1st.

During the event period, Fashion Outlets of Niagara Falls will:

- Promote exclusive Back-to-School Celebration offers to students and teachers featuring offers/discounts from Fashion Outlets of Niagara Falls retailers
- Host a #ShareFashionably social media contest. To participate, shoppers should snap a picture while back-to-school shopping at Fashion Outlets. Show us all those shopping bags, your favorite back-to-school apparel finds, or maybe those shoes you'd splurge on if you won. Entering is easy – share your photo on Facebook, Twitter or Instagram (@fashionniagara) and use the hashtag #ShareFashionably. Every Friday throughout the duration of the contest, we'll be randomly selecting an entry to win a \$50 gift card. And, to help share with the local community, for each contest entry received, Fashion Outlets will donate \$5 to the Niagara Falls Boys & Girls Club (up to \$500). Now we call that a win-win.
- Fashion Outlets will be a donation center for back-to-school supplies. In order to encourage donations, guests that drop off school supplies at Guest Services will receive a FREE Fashion Outlets Savings Pass along with special retailer offers.

If you are interested in submitting a special BTS offer, please complete the attached participation form and return to OutletOffers@macerich.com no later than Friday July 28th. Forms may also be dropped off locally at Guest Services.



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2017 Back-to-School Celebration Participation Form

Store Name _____ Phone # _____

Contact Name _____ Email _____

☐ Yes, I would like to participate in the 2017 Back-to-School Celebration by providing *an exclusive student/teacher offer or discount.*

Description of offer(s)/discount(s): _____

☐ Yes, I would like to participate in the 2017 #ShareFashionably Back-to-School campaign by providing *a special offer/coupon for donations made to Boys & Girls Club.*

Description of offer (s): _____

☐ No, I am not interested in participating.

Please return completed forms no later than Friday, July 28, to: OutletOffers@macerich.com or drop off at Guest Services.

If you have any questions, please contact Meghan Ayers, Marketing Manager,
at Meghan.Ayers@macerich.com or 716-297-0933 x206.