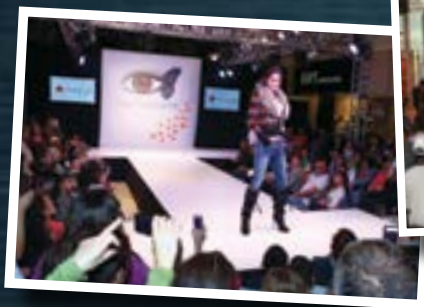




A rich and bold
celebration
of Latin culture!



Your brand can reach the important Hispanic shopper through Macerich's national event, Culturearte. The star-studded, two-day weekend event pays tribute to the rich and diverse Latin culture through music, dance, fashion and beauty; affording brands engaging ways to interact with shoppers through product activations, sampling, giveaways, displays and event sponsorship.

In 2014, hundreds of thousands of shoppers will take part in Culturearte events in Macerich centers in top DMAs, which include: New York, Washington D.C., Phoenix, Los Angeles and others. Live news coverage coupled with social, digital, print, radio, in-mall and online promotion will build an audience of unparalleled numbers.

The possibilities are endless. Contact us today to discuss how we can help your brand align with the buying power of the Hispanic market.

To explore how your brand can be a part of Culturearte, please contact David Madrid or Jalina Law:

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