

FOR IMMEDIATE RELEASE

CITADEL OUTLETS MEDIA CONTACTS:

Chelsea Hartnett | chartnett@citadeloutlets.com | 909.635.8623
Roberto Johnson | rjohnson@citadeloutlets.com | 323.893.5499

SUSAN G. KOMEN LOS ANGELES MEDIA CONTACTS:

Devon Blaine | devon@blaingroupinc.com | 310.360.1499
Lisa Edwards | lisa@blaingroupinc.com | 310.360.1499



Citadel Outlets To Host Month-Long PINK SAVES Campaign In Partnership With Susan G. Komen Los Angeles

Launching Sunday, October 1 with a Fashion Show walked by more than 30 breast cancer survivors, thrivers and supporters, the awareness & fundraising program will include the unveiling of the World's Largest Breast Cancer Awareness Ribbon, a Health & Wellness Fair with free Mobile Mammograms and more

LOS ANGELES (September 4, 2017) – This National Breast Cancer Awareness Month, in partnership with [Susan G. Komen Los Angeles](#), Citadel Outlets is launching a PINK SAVES awareness and fundraising campaign dedicated to supporting the organization's work towards a world that is breast cancer free. Launching Sunday, October 1, the campaign will feature an entire month of on-site events and programs designed specifically to support the breast cancer community.

"We couldn't be more thrilled about partnering with Citadel Outlets for this PINK SAVES campaign," said Mark Pilon, Executive Director for Susan G. Komen Los Angeles. "The center is a Los Angeles icon and the planned initiatives - from the show-stopping 'Ribbon of Strength' to the events that truly honor breast cancer survivors, thrivers and angels - create the perfect platform for us to share what can be life-saving information and raise money that allows us to keep working towards a life without breast cancer."

To kick-off the campaign, Citadel Outlets will host a 'PINK SAVES' Fashion Show in Center Court on Sunday, October 1 from 4:00PM-5:00PM. Rather than professional models, the show will be walked by more than 30 breast cancer survivors, thrivers and supporters dressed in styles from luxury brands around the center. This event is free and open to the public; however, donations to Susan G. Komen Los Angeles will be accepted. For those interested in donating even further, a ticketed 'Ribbons & Rose' VIP fundraiser will take place on the terrace overlooking the fashion

show with all proceeds going to Susan G. Komen Los Angeles. Tickets for the 'Ribbons & Rose' VIP fundraiser are available at www.pinksaves.com.

October 1 will also serve as the unveiling of the World's Largest Breast Cancer Awareness Ribbon sparkling atop the center's iconic Castle Wall. Dubbed the 'Ribbon of Strength', this shining 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 through October 31 to remind men and women everywhere that everybody is tied to the cause.

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 roughly [1/3 of new breast cancer diagnoses](#) anticipated to take place in the United States in 2017.

"My wish for the 'Ribbon of Strength' is that it can stand as symbol of courage and hope for all those who have battled with and been affected by breast cancer," said Steve Craig, President & CEO of Craig Realty Group, owner and operator of Citadel Outlets. "This campaign is very personal for myself and so many of those that work for this company. We hope that through PINK SAVES, we will be able to increase support on a local and national scale, and continue to progress towards the ultimate goal of defeating breast cancer for good."

A smaller pink replica ribbon will be on display in Center Court throughout the month surrounded by a dedication wall to survivors, thrivers and angels. Shoppers will have the opportunity to honor friends & family on the dedication wall and purchase a special pass that offers 25% off at each participating retailers for a \$25 donation to Susan G. Komen Los Angeles. The price of the savings pass represents the price of the post-insurance cost of one month of Tamoxifen, a commonly prescribed hormone therapy treatment. In addition, LED dedications will also be available for those who would like to honor friends and family members on the digital signs along Telegraph Road that reach the more than 500,000 people driving on the I-5 each day.

Additional PINK SAVES events include:

- **Wellness Wednesday** - Held every Wednesday in various locations around the center, this wellness series aims to enrich the mind, body and soul with activities tailored to support the community of those affected by breast cancer. Events will include special exercise classes, lecture seminars, food demonstrations and more.
- **Free On-Site Mobile Mammograms** - Starting Friday, October 20 (National Mammography Day) and running through Sunday, October 22, mobile mammogram trucks will be on-site conducting free screenings. Registration will be available at www.pinksaves.com; however, walk-ups are welcome. Susan G. Komen representatives

will be present to provide education, support and on-going services for all participants.

- **PINK SAVES HEALTH FAIR** - On October 21 & 22, Citadel Outlets will host a variety of local non-profit organizations all working towards supporting the breast cancer community. The weekend will kick-off with a 5K Fun Walk & Pancake Breakfast hosted by Ruby's Diner with registration proceeds benefiting the purchaser's charity of choice. On-site workout classes, book signings with respected authors, a lecture series headlined by Dr. Kristi Funk of The Pink Lotus Foundation, and more will follow. All Health Fair events are free and open to the public.
- **PINK SAVES Closing Ceremony & LED Dedication** - A closing ceremony and check presentation will take place at Citadel Outlets on Monday, Oct. 30. On this day, all advertising will be removed from the LED signs that run along Telegraph Road and will be replaced with dedications to breast cancer survivors, thrivers and angels.

Citadel Outlets is conveniently located just minutes from Downtown Los Angeles on I-5 at 100 Citadel Drive, Suite 480 Los Angeles, CA 90040. For more information about the PINK SAVES campaign, please visit <http://www.PinkSaves.com> or www.citadeloutlets.com. To join the Citadel Outlets community, please use #PINKSAVES and follow us on Facebook www.facebook.com/CitadelOutlets, Instagram [@Citadel Outlets](https://www.instagram.com/citadel_outlets), Twitter [@Citadel Outlets](https://twitter.com/Citadel_Outlets) and Snapchat [@Citadel Outlets](https://www.snapchat.com/add/citadel_outlets).

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 Komen 20th annual Race for the Cure®, 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>.

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, California. A leader in the development and management of high income-producing, upscale factory outlet centers, Craig Realty Group owns, operates and manages nearly 5 million square feet of existing retail development in 9 states: Outlets at Anthem in Phoenix, Arizona; Outlets at Barstow in Barstow, California; Cabazon Outlets located near Palm Springs, California; Citadel Outlets in Los Angeles, California;

Outlets at Conroe located near Houston, Texas; Outlets at Castle Rock located south of Denver, Colorado; Outlets at the Dells in Baraboo, Wisconsin; Outlets at Hillsboro in Hillsboro, Texas; Kapolei Commons, Oahu, Hawaii; Outlets at Loveland located north of Denver, Colorado; Outlets at San Clemente in San Clemente, California; Outlets at Silverthorne located west of Denver, Colorado; Outlets at Traverse Mountain in Lehi, Utah; Outlets at Vicksburg in Vicksburg, Mississippi; and East Hills Mall in St. Joseph, Missouri. The newest property – the award-winning Outlets at San Clemente – opened in November 2015 and offers stunning views of the Pacific Ocean. Projects in development include Outlets at Richmond, Virginia; Outlets at Lacey, Washington; a power center in Garfield Heights, Ohio (Cleveland) and the redevelopment of Outlets at Conroe, near Houston, Texas. 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.

###