

**MEDIA ALERT**

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## **Citadel Outlets to Unveil Glittering 76-Ft Ribbon of Strength on October 1**

*As the centerpiece of a month-long Breast Cancer Awareness & Fundraising Campaign, the World's Largest Breast Cancer Awareness Ribbon will sparkle atop the center's Castle Wall*

**WHAT:** This National Breast Cancer Awareness Month, [Citadel Outlets](#) will sparkle with tens of thousands of pink sequins in the form of the World's Largest Breast Cancer Awareness Ribbon perched atop the center's iconic Castle Wall.

Dubbed the 'Ribbon of Strength', this 76-foot ribbon will be the centerpiece of Citadel Outlets' [PINK SAVES](#) campaign that will run throughout the entire month of October in partnership with [Susan G. Komen Los Angeles](#). The Ribbon of Strength sparkles in honor of the survivors, thrivers and angels here in Los Angeles and across the country. It represents our commitment to standing together in unity with the women, the families and friends of those dealing with breast cancer and finding power in the community we are all a part of.

Citadel Outlets 'Ribbon of Strength' Statistics:

- *76 feet tall and 29.5 feet wide (setting a new world record)*
- *Approximately 6,500 pounds*
- *Visible surface area of 1,500 square feet*
- *Built to withstand up to 120 mph winds.*
- *Covered in more than 73,500 individual pink sequins that will shimmer and shine as a reminder to women and men everywhere that we are all tied to this cause. These sequins are also significant in that they represent roughly 1/3 of the number of new breast cancer diagnoses anticipated to take place in the United States in 2017.*

The dedication of the 'Ribbon of Strength' will take place on October 1 and will include a free Fashion Show walked by breast cancer survivors and thrivers from 4:00-5:00PM in Center Court.

Special Note: A smaller 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 special savings passes that provide discounts at stores around the center. Proceeds from all sequin dedications will benefit Susan G. Komen Los Angeles.

**WHEN:**           **Sunday, October 1**

**WHERE:**       Citadel Outlets is conveniently located 10 minutes from Downtown Los Angeles and 25 minutes from Anaheim, off Interstate 5 at Atlantic Blvd North at **100 Citadel Drive, Suite 480 Los Angeles, CA 90040.**

**VISUALS:**     The Ribbon of Strength will be visible from the I-5 to the hundreds of thousands of travelers passing by.

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