

LAKE PLEASANT TOWNE CENTER



FALL 2020

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CENTER UPDATES

ONSITE SIGNAGE REMINDER

Please be sure that all outward facing signage is professionally printed and approved by management before posting. All handwritten or computer-typed signage will be asked to be removed. Marketing can assist with design and printing if needed. Please contact Karli Adam at kadam@vestar.com for signage approval or with questions regarding current signage.

UPCOMING EVENT

SNOWFLAKE SEARCH HOLIDAY EVENT

In order to ensure our shoppers are safe, we are holding a month-long holiday event this year called Snowflake Search. The event allows guests to wander through the center on a scavenger hunt to find snowflake decals. They can submit the number of snowflakes they found on a landing page to win a \$10 gift card to Lake Pleasant Towne Center. Each snowflake will contain a QR code that takes guests to a landing page with tenant offers. If you would like to include an offer on the Snowflake Search landing page, please email Karli Adam at kadam@vestar.com with the details.

TENANT SPECIALS & PROMOTIONS

HOLIDAY DIRECT MAIL OFFERS

Thank you to everyone that participated in the holiday direct mail program. The offers will also be placed on an individual landing page, so the offers are available to shoppers who don't live within the zip code area. If you would like your offer excluded from the landing page, please email Karli Adam at kadam@vestar.com with the details.

WEBSITE JOB LISTINGS

We are listing any current job openings at your location on our [website](#). Please send the job description and instructions on how to apply to Karli Adam at kadam@vestar.com to have your job opportunities displayed on the dedicated website landing page.



LAKE PLEASANT TOWNE CENTER
Season of Savings!

EXCLUSIVE COUPONS INSIDE

5\$ Off Purchase \$25 More	Great Clips \$2 Off All Services	Choice of 1 Free Item on any purchase	Buy One, Get One 50% Off	\$4 Off on any purchase	\$5 Off Order of \$25 or More
Week 12 of Year Children's Pillow Free	MATRESS FIRM Free Pillow	2 Free Sessions	Design LAB \$12 Off	Wendy's Free	Garage \$500 Off
DN KN+ Free Beverage	Jamba Buy One, Get One 50% Off	ONE STONE Buy One, Get One Get One Free	AT&T Free	Message One \$65	PARKWAY \$10 Off
IHOP \$5 Off	chili's Free Chips and Salsa	FAMOUS \$10 Off	OfficeMax 20% Off	Free BIC Barbers	10% Off

TENANT SPECIALS & PROMOTIONS

SOCIAL MEDIA

We continue to post every-other-day on [Facebook](#) and [Instagram](#) to highlight all that our stores, restaurants and services at Lake Pleasant Towne Center have to offer. If you have any professional lifestyle images you'd like to include in our lineup, or any promotions you would like us to share on our social media outlets, **please send the images and promotion details to Karli Adam at kadam@vestar.com**. For clarification on what type of images we're looking for, look at our **social media guideline packet [HERE](#)**.

WEBSITE PROMOTIONS

With the current climate, we are updating our website regularly with takeout/delivery offers and adjusted hours. Please check your location's listing on our store directory [HERE](#) to make sure your hours are correct. If you have any offers that you would like listed on the [Sales + Savings](#) page, please email Karli Adam at kadam@vestar.com with the details.

PUBLIC RELATIONS

We are constantly gathering offers from our tenants to send to our public relations firm and pitch to local news outlets. If your store or restaurant is running any promotions for Black Friday, upcoming holiday promotions, takeout, curbside or delivery options, or any promotions in general, please email those offers to Karli Adam at kadam@vestar.com.

FACEBOOK
PAGE LIKES

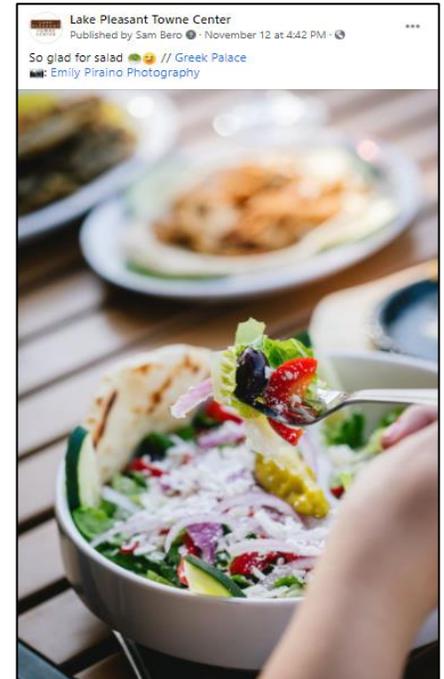
4,655

INSTAGRAM
FOLLOWERS

420

TOTAL
DATABASE
NUMBER

917



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