

**LAKE PLEASANT  
TOWNE CENTER**

**JUNE 2023 TENANT NEWSLETTER**



**Color Rain Art Installation**

Experience the thrill of being completely surrounded by thousands of colored ribbons cascading from above. The fiery sunset shades will offer a chance for shoppers to capture a fun and vibrant photo this summer.

The installation will begin on **Thursday, June 22** between Chipotle and Smashburger in the food court area.

## Back to School Direct Mail

Back to School Direct Mail will be in-homes early July. We will be reaching out in October to gather redemption details to track the success of this campaign. Please do your best to keep track of redemptions - thank you for participating!



## Social Media

Lake Pleasant Towne Center continues to post weekly on Facebook and Instagram to highlight retailer offers and promotions. If you have any professional lifestyle images that you would like to include in the social media lineup, please send the images and promotional details to [mgonzalez@vestar.com](mailto:mgonzalez@vestar.com).

### Mother's Day Giveaway Recap



Lake Pleasant Towne Center hosted the Mother's Day Giveaway from May 1 - May

### Father's Day Giveaway



Lake Pleasant Towne Center hosted a Father's Day Giveaway from June 5 - June 12. The giveaway featured a

11. Instagram users tagged a mom and commented what they love about them to enter. The winner received a \$100 gift card to Ulta.

\$100 Home Depot gift card. Instagram users were encouraged to like, follow and tag to enter the giveaway.

Click to view  
Giveaway

## Annual Fire Testing

As we head into the summer, just a reminder that starting in June through August, Annual Fire Testing will occur on property along with any necessary repairs. We will be reaching out to you for access to your spaces as necessary in order to comply with the Fire Marshall and fire code.

## Tenant Handbook

The Lake Pleasant Towne Center tenant handbook should serve as a quick and easy reference for general rules on operating your store or restaurant. Please review the handbook [here](#). If you would like a printed copy, please respond to this email.

## Promotions/Specials

Shoplptc.com is regularly updated with specials and offers. Please check your location's listing [here](#) to make sure any offers listed are correct. If you would like any information to be added to the website, please email [mgonzalez@vestar.com](mailto:mgonzalez@vestar.com) with the details.

Facebook Page Likes

4,776

Instagram Followers

647

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