

# MARKETING UPDATES

JANUARY - MARCH 2024

## NEW YEAR NEW YOU GIVEAWAY

To start the new year, we are hosting a social media giveaway from January 8th to January 31st. To enter, contestants can follow the directions on our New Year New You Giveaway Instagram post.

## LUNAR NEW YEAR CELEBRATION EVENT

Celebrate the Year of the Dragon with luck and prosperity! On February 10th from 1pm to 3pm, stop by for our free Lunar New Year celebration event by 85°C Bakery. Enjoy taiko drumming, a Lion Dance, Asian Stilt Walkers, face painting and balloon twisting. Plus, receive candy bags and a craft while supplies last.

## LUNAR NEW YEAR GIVEAWAY

To celebrate Lunar New Year, the center is organizing a Lunar New Year giveaway from February 10th to February 16th. Two lucky winners will be chosen for a chance to win a \$50 gift card. To enter, contestants can follow the directions on our Lunar New Year Giveaway Instagram post.

## VALENTINE'S DAY GIVEAWAY

Embrace the spirit of Valentine's Day with Pacific Pearl's social media giveaway from February 1st to February 9th. We will be giving away a \$100 gift card to one lucky winner. To enter, contestants can follow the directions on our Valentine's Day Giveaway Instagram post.

## EASTER GIVEAWAY

In honor of Easter, we are coordinating a giveaway. Keep an eye out on our social media platforms for more details!

## FREE MARKETING OPPORTUNITIES

Don't forget to send us your upcoming specials, events, sales or promotions! We will post them on our website and social media channels to help spread the word about your store's happenings. Please click [HERE](#) to download the 2024 marketing opportunities packet. If you have any issues with downloading the packet, please reach out to Nancy Vega at [nvega@vestar.com](mailto:nvega@vestar.com) for a copy.

## WEBSITE UPDATES

To keep the website up-to-date, please make sure we have your hours of operation, phone number, logo and website URL. Click [HERE](#) to visit the website directory, email Nancy Vega at [nvega@vestar.com](mailto:nvega@vestar.com) with any updates or changes that need to be made.



## MARK BARMAKI

Senior Property Manager  
(925) 357-2629  
[mbarmaki@vestar.com](mailto:mbarmaki@vestar.com)

## TARA LOPEZ

Assistant Property Manager  
(925) 332-0345  
[tlopez@vestar.com](mailto:tlopez@vestar.com)

## Nancy Vega

Marketing Manager  
(925) 332-0343  
[nvega@vestar.com](mailto:nvega@vestar.com)

## SECURITY

(925) 332-3619

Let's get social! Follow us on:



[PACIFICPEARL.COM](http://PACIFICPEARL.COM)

