

SUMMER 2024

Janice Scott
General Manager
562-257-1509
jscott@vestar.com

Saray Del Rio
Assistant Property Manager
562-420-5109
sdelrio@vestar.com

Denise Sanchez
Administrative Assistant
562-257-1512
dsanchez@vestar.com

Alixandria Ogawa
Marketing Director
562-257-1502
aogawa@vestar.com

Security Dispatch (24/7)
619-834-5251

MARKETING UPDATES

BUBBLE BASH – JULY 20

Cerritos Towne Center invites children and their families to celebrate summer with our Bubble Bash event on Saturday, July 20th, from 12 p.m. to 2 p.m. During the event, which will be held in the Regal Courtyard, attendees will enjoy multiple bubble stations, character meet and greet, crafts and more!

NATIONAL GRILLING MONTH GIVEAWAY

The monthly contest for July is a giveaway to celebrate National Grilling Month. The enter to win is being hosted on Cerritos Towne Center's Instagram. Shoppers are asked to tag their grilling buddy in the comments for a chance to win. The contest will run until July 21. If you would like to participate/contribute to a giveaway, please reach out to Alixandria Ogawa, Marketing Director at aogawa@vestar.com.

BACK-TO-SCHOOL GIVEAWAY

The monthly contest for August is a Back-to-School themed giveaway for gift cards to Kohls. The enter to win is being hosted on Cerritos Towne Center's Instagram. If you would like to participate/contribute to a giveaway, please reach out to Alixandria Ogawa, Marketing Director at aogawa@vestar.com.



MARKETING UPDATES

BACK-TO-SCHOOL EVENT – AUGUST 24

Support your local elementary schools with your Back-to-School shopping! Cerritos will host a Back-to-School event on August 24 from 12pm – 3pm. Spend \$50 or more and earn 1 vote for your elementary school! Elementary school with the most votes will receive a donation.

POSTER PROGRAM – SEPTEMBER/OCTOBER

Our next Poster Program opportunity will install early September through October. Space is limited and offered on a “first come, first served” basis. Each merchant will be permitted to display one (1) one-sided poster and is responsible for the designing of the poster. If you would like to participate in the next round, please reach out to Alixandria Ogawa, Marketing Director at aogawa@vestar.com.

WEBSITE UPDATES

To keep the center’s 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 and email Alixandria Ogawa at aogawa@vestar.com with any updates or changes that need to be made.

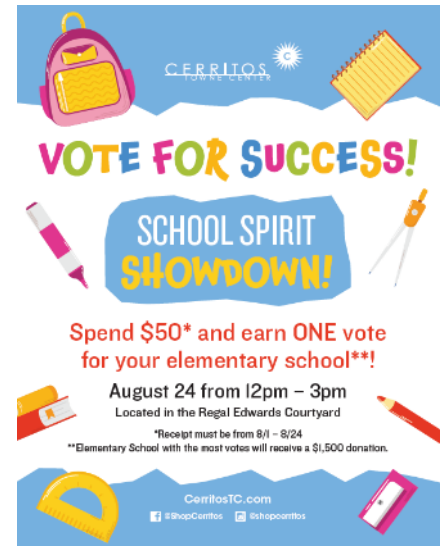
FREE MARKETING OPPORTUNITIES PACKET

Don’t forget to send us your upcoming specials, events, sales or promotions! We will post them on our website and social media sites to help spread the word about your store’s happenings. Please click [HERE](#) to download the Marketing Opportunities packet, and reach out to Marketing Director, Alixandria Ogawa at aogawa@vestar.com with any questions or if you have any issues downloading the packet.

PROPERTY MANAGEMENT UPDATES

CERTIFICATE OF INSURANCE REMINDER

Please note that it is mandatory to have an updated COI on file **prior** to allowing any vendor roof access. We understand that emergencies happen, and it is for this very reason that we continually remind our tenants to make certain your vendor has a current COI on file! Please be mindful of **all** your vendors, this includes refrigeration vendors that may require roof access as well.



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