

Happy
New Year

WINTER 2024

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MARKETING UPDATES

LUNAR NEW YEAR EVENT – 2/3

Bring your friends and family as we invite guests to join us for a Lunar New Year event on Saturday, February 3 from 12pm - 2pm. This free event will include Lion Dance performances, kids' crafts, photo opportunities, stilt walkers and a Lucky Red Envelope Giveaway! If you would like to participate, please reach out to Alixandria Ogawa, Marketing Director at aogawa@vestar.com.

HAPPY NEW YEAR GIVEAWAY

The monthly contest for January is an enter to win to bring in the new year hosted on Cerritos Towne Center's Instagram. The contest will run from January 17 to January 26. If you would like to participate/contribute to a giveaway, please reach out to Alixandria Ogawa, Marketing Director at aogawa@vestar.com

POSTER PROGRAM – JANUARY/FEBRUARY

Our current Poster Program opportunity is for January through February. 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.



MARKETING UPDATES

HAPPY VALENTINE'S GIVEAWAY

The monthly contest for February is to celebrate Valentine's Day. The enter to win is being hosted on Cerritos Towne Center's Instagram. This contest will run from 2/1 – 2/14. If you would like to participate/contribute to a giveaway, please reach out to Alixandria Ogawa, Marketing Director at aogawa@vestar.com.

EARTH DAY ACTIVITY

Cerritos Towne Center will celebrate our planet with an Earth Day Activity. It is still being planned so stay tuned for the tenant memo with additional event details.

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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