

# OCTOBER-DECEMBER

## MARKETING UPDATES



### NEW TEAM MEMBER: CATHERINE KURTZ

We are thrilled to have Catherine Kurtz as the new Assistant Property Manager at Pacific Pearl. Reach her via email at [ckurtz@vestar.com](mailto:ckurtz@vestar.com)

### THANKSGIVING GIVEAWAY

In recognition of Thanksgiving, the center is hosting a social media giveaway. Two lucky winners will receive a gift card bundle valued at \$50 ideal for holiday shopping or a special treat.

### HOLIDAY CELEBRATION EVENT

Get into the festive spirit at our Holiday Celebration event on December 14 from 12pm to 2pm near 85C Bakery. Shoppers will have the opportunity to take free pictures with Santa and the Grinch! Face painters and balloon artists will be spreading joy to all who stop by. Attendees will receive a holiday treat while supplies last and be able to take a ride on the holiday train.

### HOLIDAY GIVEAWAY

Celebrate the season with Pacific Pearl! The center is spreading the holiday cheer with three weekly giveaways and a grand prize. Follow us on social media for details on how you can win exciting prizes!



## CONTACTS

### MARK BARMAKI

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

### CATHERINE KURTZ

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

### NANCY VEGA

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

### SECURITY

(925)332-3619

## DIGITAL REACH

INSTAGRAM FOLLOWERS: 1,060

FACEBOOK PAGE LIKES: 779

Q3 WEBSITE PAGE VIEWS: 12,302



@PACIFICPEARLCENTER



@SHOPPACIFICPEARL

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

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### 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.

## LEASING UPDATES



### PAINT NAIL BEAUTY SPA & MALATOWN

We are happy to announce that we have new tenants opening later this year! Malatown can be located next to Fiery Shanghai and Paint Nail Beauty can be located next to A2B Indian Restaurant.



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 @SHOPPACIFICPEARL



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