

SPRING NEWSLETTER

2026

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MARKETING UPDATES

EARTH DAY GIVEAWAY

The April giveaway for Plaza Paseo Real is a \$200 gift card bundle to Vons hosted on the center website. It is from April 10-23. To enter, customers are invited to share how they're making a difference for the planet. If you would like to contribute/participate in a future giveaway, please email Morgan Wilson, Marketing Manager, at mwilson@vestar.com



MOTHER'S DAY GIVEAWAY

The May giveaway will be a \$200 gift card bundle to the center hosted on the center website, from May 1-11. If you would like to contribute/participate in a future giveaway, please email Morgan Wilson, Marketing Manager, at mwilson@vestar.com



LITTLE EXPLORERS SUMMER FESTIVAL

Summer is just around the corner, and this June we will be having our "Little Explorers Summer Festival" at the center! It will be on June 20th. More information and ways to sign up to participate will be sent out to tenants in late May/early June.

CARLSBAD GARDEN CLUB PLANT SALE

The Carlsbad Garden Club will be hosting a plant sale at the center on April 18 from 9am-3pm in the upper-level courtyard. There will be free branded seed packets with the purchase of a plant. We encourage you and your customers to stop by!

Q3 POSTER PROGRAM

Missed the Q2 poster program deadline? The emails for the Q3 program will be going out in June for Q3 display through September 2026. This is a great way to showcase your business to center visitors!

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 site to help spread the word about your store's happenings. Please click [HERE](#) to download the **2026 Marketing Opportunities packet** and reach out to Marketing Manager Morgan Wilson at mwilson@vestar.com with any questions or if you have any issues downloading the packet.



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