



WINTER NEWSLETTER 2026

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MARKETING UPDATES

HAPPY NEW YEAR GIVEAWAY

The January giveaway is a \$100 giveaway to Pure Barre. It is running on the center Instagram from January 6-22. If you would like to contribute/participate in a future giveaway, please email Morgan Wilson, Marketing Manager, at mwilson@vestar.com

VALENTINE'S DAY GIVEAWAY

The February giveaway is for a \$100 gift card to Cinopolis, held on the center Instagram. It will run from February 2-13. If you would like to contribute/participate in a future giveaway, please email Morgan Wilson, Marketing Manager, at mwilson@vestar.com

HOLIDAY RECAP 2026

Plaza Paseo Real welcomed holiday carolers and Santa himself at the center on select weekends in December! They truly added holiday merriment and magic this past season. Our next center programming will be in Q2 for Earth Day and the spring season. If you would like to get involved, please email Morgan at mwilson@vestar.com.



Q2 POSTER PROGRAM

Missed the Q1 poster program deadline? The emails for the Q2 program will be going out in March for Q2 display from April through June 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.

SUSTAINABILITY TIPS AND TRICKS

Plaza Paseo Real prides itself on its sustainability efforts and would like to share some tips and tricks with you to save energy and water at work and at home.

1. Report dripping faucets and running toilets to the property management team. Small leaks add up to gallons of water lost!
2. Power saver mode: enable the power management function on computers when available, which automatically puts monitors asleep when not being used.
3. Give your car a break! Carpool, bike, or walk to work when possible.

For the full PDF of suggestions, [click here](#). Thank you for taking steps towards conservation!



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