



**FOR IMMEDIATE RELEASE**  
**November 19, 2019**

**Contact:**  
**Jacob Butler**  
509.453.8233  
[jbutler@centercal.com](mailto:jbutler@centercal.com)

## **A Valley Mall Christmas**

**“Nothing says Christmas in the Yakima Valley quite like Valley Mall. Join us for a season of believing!”**

**Union Gap, WA** – You better not pout, you better not cry! Santa Claus is comin’ to town! Valley Mall kicks off the holiday season on Saturday, November 23<sup>rd</sup> with its annual Santa Arrival Party! The big man himself will be landing at Valley Mall at 11:00AM in typical North Pole fashion. There will be a reindeer petting area, games, music, a photo booth, hot chocolate bar, special guest appearances by some of Santa’s friends from a “frozen land” and will end with Santa giving the first gift of Christmas to a lucky child. Come see the tallest tree Valley Mall has ever had in Center Court! We even heard snow is in the forecast for Center Court all season!

### **Walking in a Winter Wonderland**

This year we welcome snow to Valley Mall’s Center Court! You heard that right, it will snow in Valley Mall. There will be a great photo location where you can get that perfect snow selfie without getting cold and wet! You will feel like you’re in your very own Christmas movie!

### **Photos with Santa**

From November 23<sup>rd</sup> to Christmas Eve, in Center Court, Santa’s workshop has come to life! Join Santa as he takes some time to bring cheer to the wonderful people of the Yakima Valley. Monday through Thursday 11AM-7PM, Friday & Saturday 11AM-8PM, and Sunday 11AM-6PM

### **Santa Paws**

Attention all pet lovers! We have a special treat for you. Santa wants to meet your pets. On three special nights, December 5<sup>th</sup>, 12<sup>th</sup>, and 19<sup>th</sup> from 5-8PM, bring your pets in for an extra special photo with Santa. Partnered with Southern Heart Animal Rescue we will have special treats for pets.

## **Silent Santa**

This unique sensory-friendly experience is geared towards our favorite Santa believers with special needs. We want to invite you to our Silent Santa events. On Sunday, December 1<sup>st</sup> and 8<sup>th</sup> from 9-11AM, we will have photos with Santa in a controlled, low stimulus environment. For additional information or to RSVP please contact Valley Mall Guest Services at 509-469-9308.

## **Storytime with Santa**

On Tuesday mornings at 11AM from November 26<sup>th</sup> to December 17<sup>th</sup>, join Santa at 11:00AM in the set for story time! Each week Santa will read a different classic Christmas story and at the end of the story will select one lucky child to take the book home.

## **New Retailers Now Open**

Don't forget, Tillys, Hickory Farms, Fruit Zone, Shopko Optical, and Spectrum have all recently joined the Valley Mall family this month. Come check them out!

"Valley Mall is here to be the premier holiday destination for everyone in your family! We couldn't be more excited about the experience we have in store for our shoppers this year! From our Santa events to our amazing collection of stores, we really do have something for everyone." says Jacob Butler, Marketing Manager for Valley Mall.

**About Valley Mall:** The Valley Mall shopping center, situated off exit 36 on I-82 and made up of Valley Mall, Valley Mall Plaza and Valley Mall Frontage, is home to over 80 specialty stores & merchants and is anchored by Macy's, Kohl's and Sears along with a wide variety of tenants such as Starbucks, Old Navy, Bed Bath & Beyond, Ulta, Victoria's Secret, and more. With the redevelopment and expansion of the Valley Mall area, Union Gap has become the hub of retail and entertainment activity in the Yakima Valley. It is Yakima Valley's only enclosed regional shopping center comprised of over 600,000 sq. ft. The newest addition to the Valley Mall shopping center is Washington Plaza, the center is anchored by JCPenney, Cabela's Outpost, and Famous Dave's. For more information, please visit [ShopAtValleyMall.com](http://ShopAtValleyMall.com)

**About CenterCal:** CenterCal Properties, LLC, founded in 2004 by Fred Bruning and Jean Paul Wardy, is a full-service commercial real estate company in the business of investing, developing, leasing, and managing its projects. CenterCal excels in, and is best known for, creating destinations throughout the western United States with a unique strategy of "place-making," which emphasizes the importance of developing spaces with a sense of community.

Bruning and Wardy's creative vision and passion for development, coupled with CenterCal's internal expertise, is evident in the properties the company owns and operates today. Those include Bridgeport Village, Nyberg Woods and Nyberg Rivers in Oregon, Valley Mall and The Trails at Silverdale in

Washington, Station Park in Utah, The Village at Meridian and Treasure Valley Marketplace in Idaho, Blackhawk Plaza in Northern California, and The Collection at Riverpark and Plaza 183 in Southern California. Projects currently under development include The Village at Totem Lake and The Terminal at Ballard in Washington, Canyon Corners in Park City and Mountain View Village in Riverton, Utah, The Veranda in Concord and 2<sup>nd</sup> and PCH in Long Beach, California. For more information on all of CenterCal's properties, please visit [www.centercal.com](http://www.centercal.com).