

San Marcos Daily Record

sanmarcosrecord.com

Prime Outlets lunches ‘Operation Shop Pink’

San Marcos September 30, 2009 11:14 am — Regional shopping destination Prime Outlets – San Marcos has joined the fight against breast cancer this fall with its Operation Shop Pink Bonus Card program.

Prime Outlets – San Marcos’ customers are invited to visit Guest Services to purchase Shop Pink Bonus Cards for \$2 each. Shoppers who present the card at participating merchants including 7 For All Mankind, Tory Burch, Coach, Hugo Boss Factory Outlet and Calvin Klein, will receive additional savings of up to 25 percent off a purchase during October’s Breast Cancer Awareness Month (Oct. 1-31). A complete list of participating stores is available at Prime Outlets – San Marcos Guest Services area or online at www.primeoutlets.com/sanmarcos. One hundred percent of the sale of the cards will be donated to The Breast Cancer Research Foundation®.

“Supporting women’s health issues never goes out of style,” said Prime Outlets Marketing Director Celena McGill. “At Prime Outlets – San Marcos, we’re excited to introduce our Operation Shop Pink Bonus Card program to support The Breast Cancer Research Foundation while simultaneously offering additional savings opportunities for our thousands of customers.”

And, throughout October, Prime Outlets – San Marcos will celebrate National Breast Cancer Awareness Month with exclusive pink painted parking spaces and pink gobo lighting.

Prime Retail will donate 100 percent of every bonus card sold, up to a maximum donation of \$50,000 to The Breast Cancer Research Foundation. BCRF is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide. For more information about BCRF, visit bcrfcure.org.

About The Breast Cancer Research Foundation® (BCRF)

The Breast Cancer Research Foundation was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and translational research. In October 2009, nearly \$29 million will be awarded to 170 scientists across the United States and Europe and in Australia, Canada, Latin America and the Middle East. BCRF perseveres in directing at least 85 cents of every dollar raised directly to research. And for the eighth consecutive year, BCRF received Charity Navigator’s highest rating, four stars, thus outperforming over 99.9% of the 5,400 evaluated charities, while the American Institute of Philanthropy has awarded BCRF its highest possible rating of A+. BCRF is the only breast cancer organization in the U.S. to receive these accolades. For more information, visit www.bcrfcure.org.

About Prime Outlets – San Marcos

Prime Outlets – San Marcos is located off I-35 at Exit 200, between Austin and San Antonio in San Marcos, Texas. The 750,000-sq. ft. outlet center offers everyday savings of 30 to 65 percent off full retail prices and features a growing collection of 140 brand name retailers including Neiman Marcus Last Call, Saks Fifth Avenue Outlet OFF 5TH, Giorgio Armani General Store, Gucci, Fendi, ETRO, Hugo Boss Factory Store, Escada Company Store, Lacoste, Pottery Barn Outlet, Restoration Hardware, Crate & Barrel Outlet, kate spade, Michael Kors, Zegna Outlet, Salvatore Ferragamo Company Store, Juicy Couture, 2b bebe, Polo Ralph Lauren Factory Store, Dooney & Bourke and COACH Factory.

About Prime Retail

Headquartered in Baltimore, Md., Prime Retail owns and operates 21 outlet shopping centers in the U.S. and Puerto Rico. Spanning more than 8.2 million square feet throughout major United States markets and Puerto Rico, Prime Retail is home to more than 450 leading designer and name-brands such as Gucci, Giorgio Armani, Burberry, kate spade, Michael Kors, St. John, Juicy Couture, Stuart Weitzman, Saks Fifth Avenue OFF 5TH and Neiman Marcus Last Call. The company's retail outlets serve major markets including Orlando, Pittsburgh, Washington, D.C., Austin/San Antonio, Texas and Williamsburg, Va., among many more. In addition Prime Retail currently has nearly one million square feet in its development pipeline in markets including the Dallas/Fort Worth metro area and San Francisco Bay region. For more information, please visit www.primeretail.com.

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