

PRIME RETAIL

* MEDIA CALENDAR ITEM *

PRIME OUTLETS JOINS CELEBRITY STYLIST ROBERT VERDI FOR TWITTER PARTY

Developer Blazes New Social Media Trail in Outlet Shopping Industry, Thursday, July 22 7-8 p.m.

WHAT: In an industry-defining effort to communicate with shoppers via social media channels, Prime Outlets joins Celebrity Stylist Robert Verdi for a Getaways Twitter Party giving the inside scoop on everything that's hot in travel. Frugal fashionistas can watch the live video stream at www.TheRVTips.com and tweet questions to the twitterfeed using #RVTIPS to interact with Verdi during the event.

Participants are encouraged to watch live for a chance to win Verdi's travel picks and trips that will be unveiled during the event and follow now on twitter @robertverdi for advance alerts and online giveaways and @POTourism for Prime Outlets' insider shopping tips as they sit front row at the event.

WHEN: Thursday, July 22, 2010
7:00 - 8:00 p.m.

WHERE: www.TheRVTips.com for live video stream and twitter feed or twitter anywhere using #RVTIPS

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