

An Old Glory★ous Celebration

CAMPAIGN HIGHLIGHTS 2007

Shopping centers are uniting to raise the flag across America on Flag Day, June 14! Star-spangled spirit will unfurl at hundreds of centers across the nation for *An Old Glory★ous Celebration*, which rallies shoppers in a salute to our nation's flag and the men and women who defend our freedom. The Veterans of Foreign Wars (VFW) and AMVETS (American Veterans) are backing the patriotic campaign, led for a second year by the International Council of Shopping Centers, Inc. (ICSC).

Patrons are actively taking part in the two-and-a-half-week campaign through a **national pledge drive**, collecting signatures to fly Old Glory on Flag Day, and participation in **community observances** planned on or around **June 14**. From collection drives for U.S. troops to special ceremonies, participating shopping centers are hosting a variety of patriotic Flag Day activities to honor our military, veterans and the American flag. The following overview provides a sampling of the hundreds of spectacular festivities planned in locales across the country!

- ★ **Quail Springs Mall**
Oklahoma City, OK
Shoppers can **donate needed items for troops** through **Operation Military Pride** and the **"Hugs"** project. June 5 the **Navy Band** will play, and shoppers can tour the interactive **"Accelerate Your Life Experience"** (AYLE) trailer for an up-close, **hands-on experience** with video gaming, The Immersa-Dome™ and more! June 14 the OCSO Honor Guard will present the colors, a **Navy Admiral will speak**, and younger shoppers can make **patriotic arts and crafts**.
- ★ **Lynnhaven Mall**
Virginia Beach, VA
Local Boy Scouts, Oceana Naval Base, VFW, and ROTC cadet volunteers will collect shopper pledges to fly Old Glory June 14. Patrons can drop-off new or used movies for **AMVETS' Operation DVD** - - collected covers will be arranged to **form the stars and stripes of the American flag**. June 9 the center will raise the colors with VFW and a local ROTC color guard will perform flag drills.
- ★ **Queens Center**
Elmhurst, NY (NYC)
Will host its 8th annual **swearing-in ceremony** June 14 with the U.S. Department of Homeland Security Citizenship and Immigration Services. **Twenty children from around the globe will become American citizens** as part of the center's Flag Day observance.



- ★ **Tyson's Corner Center**
McLean, VA (Washington, D.C.)
Encouraging shoppers to fly the flag with its "**JetBlue All-American Flyaway**" promotion - - guests can register-to-win **free roundtrip airfare for four** from Dulles airport to any continental U.S. city JetBlue flies. *An Old Glory★ous* flag raising ceremony will be held June 14 with assistance from **Fairfax County Public Schools**.

- ★ **The Shops at Northfield Stapleton**
Denver, CO
Beginning May 26, the Stapleton community, the center's new Northfield Cop Shop, and Guest Services will rally patrons to fly Old Glory June 14. Shoppers can also **sign a banner** that will be shipped **overseas to U.S. troops**. Additionally, the center will **collect new and used movies for AMVETS' Operation DVD program**.

- ★ **Polaris Fashion Place**
Columbus, OH
June 14 the Central Ohio Guard and Reserve Color Guard will **raise the flag** to a trumpeter salute. **A historical flag display**, presented by The Flag Lady's Flag Store, will be showcased from June 14 until June 17. A PowerPoint presentation on the **history of Old Glory** will be shown in the food hall - - educating shoppers throughout the weekend. The center is also partnering with **Operation Buckeye** to collect **items to send to U.S. troops**. Shoppers can write a **note of "thanks"** for the care packages.

- ★ **Temple Mall**
Temple, TX
The mayor of Temple will proclaim May 25-June 14 as time to celebrate Old Glory. Shoppers can share their favorite new or used movies with U.S. troops through **AMVETS' Operation DVD** collection drive. VFW will be on-site to collect and retire old flags. June 14 **Great American Cookies will unveil an American flag** made from nine cookie cakes, each slice sold will **benefit VFW Post 1820 and the Ladies Auxiliary**. The center's military recruitment office will also present the colors, and **military personnel will be eligible for special discounts** at participating retailers.

- ★ **Peachtree Mall**
Columbus, GA
Local **Girl Scouts** will distribute pledge cards and free American stick flags. A **children's flag craft will be displayed on-site before being shipped abroad to U.S. troops**. New registrants to "The Club" will be entered-to-win a home flag kit through June 14. **The center will also host a movie collection drive benefiting AMVETS' Operation DVD**.

- ★ **Fiesta Mall**
Mesa, AZ
Hosting a fun-filled, patriotic **Kids Club** featuring **red, white and blue-themed arts and crafts**. Fiesta Mall will partner with the Air Force to present a patriotic Flag Day celebration incorporating military education. **The Civil Air Patrol Cadets will demonstrate proper flag etiquette** throughout the day, with assistance from uniformed **Military Honor Guards**.



- ★ **Valley Plaza Mall**
Bakersfield, CA
The “**Sweet Adelines**” will open the center’s Flag Day ceremony with a patriotic rendition. The **colors** will be **presented by the Armed Forces**, and the **mayor of Bakersfield will lead participants** in the **Pledge of Allegiance**. A special **Hometown Heroes memorial** will be **dedicated to fallen Kern County soldiers**.

- ★ **Southwest Plaza**
Littleton, CO
First 50 shoppers pledging to fly Old Glory June 14 will receive an **American flag totebag** filled with **retailer-donated goodies** and **special offers**. Additionally, shoppers participating in the pledge drive, supplying items for the “**Donation Station**,” or writing a letter to troops will receive a **flag button** and be **entered-to-win a \$100 Southwest Plaza Mall Gift Card**.

- ★ **Baybrook Mall**
Friendswood, TX
Clear Brook High School will present the colors and lead the **Pledge of Allegiance**. **Great American Cookie Co. will donate an American Flag shaped “Super Cookie”** and VFW Post 291 will **collect and retire old flags**. There will also be a **kids coloring craft event** and a **balloon artist**.

- ★ **Newgate Mall**
Ogden, UT
Two RMUs will be displayed alongside war memorabilia and VFW volunteers will distribute shopper pledge cards and free American stick flags. The center will also have a designated **flag retirement location and troop donation box**. June 14 the center will welcome the **23rd Army Band, Utah Governor Jon Huntsman, Jr.** and other **Ogden city officials**. There will also be a **fly-over by Hill AFB jets**, and **500 free hot dogs, chips and Pepsi** (while supplies last).

- ★ **Capitola Mall**
Capitola, CA
Will present the colors at a flag-raising ceremony June 14 with assistance from local U.S. Army and Naval branches. The ceremony will include **singing of the national anthem and other live music**, a presentation of veterans, and free refreshments. The center is partnering with **KSCO 1080 AM to adopt a platoon deploying to Iraq**. The center will collect donations at its Flag Day ceremony to help send care packages overseas.

- ★ **Panorama Mall**
Panorama City, CA
June 14 **Monroe High School ROTC will present the flag**, followed by the Pledge of Allegiance led by a local Boy Scout troop. Councilman Richard Alarcon will address the crowd and present appreciation awards to participating organizations, concluding with a **performance by the L.A. All-Star Cheerleaders**. A **free continental breakfast** will follow.



- ★ **Towne Mall**
Elizabethtown, KY
Hardin County Schools JROTC will conduct a **presentation of historic flags and tribute to fallen soldiers on June 14**. **VFW Posts #10281 and #5904** and other veterans and active military will be recognized during the center's Flag Day ceremony. Guest Speaker 1st Lt. Tiffany Hined of the U.S. Army will lead-off with the Pledge of Allegiance, and the Heart of Kentucky Men's Chorus will provide **live patriotic music**, with refreshments to follow.

- ★ **Town East Mall**
Mesquite, TX
A **flag-raising and hometown hero celebration** will be held June 14. The colors will be presented, **our national anthem will be sung, local day care children will recite the Pledge of Allegiance**, and **Mayor Mike Anderson will issue an official proclamation**. The flag, **donated by U.S. Congressman Jeb Hensarling**, will then be **presented to a local hometown hero**. A **free All-American lunch** (hot dogs, chips, lemonade, Pepsi and cookies) will follow).

- ★ **Shadow Lake Towne Center**
Papillion, NE
Shadow Lake Towne Center (SLTC) **kicked-off An Old Glory★ous Celebration amidst its grand opening** festivities Memorial Day weekend. Visitors signed pledge cards, which were displayed alongside **"Hands for Heroes"** - - a **flag mosaic of children's hand prints**. The artwork was dedicated to local Offutt Air Force Base. The center also launched **"What Old Glory Means to Me"** - - an essay contest where participants are entered-to-win a \$100 SLTC gift card. A matching donation will be made in the winner's name to the American Red Cross installation at Offutt.

- ★ **Valley View Mall**
Roanoke, VA
The center is partnering with the local Military Family Support Center (MFSC) to offer a **special day of shopping June 14 for the families of all local military personnel**. Those coming to the mall in uniform and those presenting a valid Military ID will receive discounts at participating retailers. The MFSC and AMVETS will **raise Old Glory** in a commemorative ceremony June 14.

- ★ **Westmoreland Mall**
Greensburg, PA
Joint contest underway with **WDSY 107.9 FM** asking patrons to submit **essays on "What the American Flag Means to Me."** Entries will be judged, and the prize package winner of four amusement park tickets will be announced at the center's Flag Day celebration.

- ★ **Southern Hills Mall**
Sioux City, IA
The **185th Air Refueling Wing** will provide an Honor Guard to present a small presentation of **historical flags**, and a **ceremonial bugler** for the center's Flag Day observance. A local Girl Scout troop will perform a flag-folding program, while Iowa's Army National Guard will distribute flag etiquette books to shoppers.



An Old Glory★ous Celebration 2007 – Campaign Highlights

An Old Glory★ous Celebration, a national Flag Day campaign led by ICSC, unites communities in a commemoration of patriotism and the American flag. This year hundreds of shopping centers representing 12 leading industry companies are taking part in the program, including: **Aronov Realty Management, Inc.**; **CBL & Associates Properties, Inc.**; **Developers Diversified Realty**; **Forest City Enterprises**; **General Growth Properties**; **Glimcher Realty Trust**; **J. Herzog & Sons, Inc.**; **Kravco Simon Company**; **Macerich**; **Madison Marquette**; **The Mills Corporation**; and **Urban Retail Properties Co.** The following individual properties: **Shadow Lake Towne Center**; **South Hill Mall**; **Temple Mall**; **Valley Fair Mall**; and **Westshore Mall** are participating as well.

Please visit:

www.oldgloryous.com

for a complete list of participating centers, flag etiquette, patriotic trivia and more!

#

Media Contacts:

Colleen Petersen or Tresa Hardt
Lovell Public Relations
972-788-4511 / cpetersen@lovellpr.com

Or

Erin Hershkowitz
ICSC
646-728-3497 / ehershkowitz@icsc.org

