



## An Old Gloryous Celebration

### NEWS RELEASE

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### HUNDREDS OF SHOPPING CENTERS UNITE FOR NATIONAL FLAG DAY CAMPAIGN

#### *ICSC Leads Patriotic Red, White and Blue Industry Effort*

NEW YORK (June 13, 2007) - - The stars and stripes will proudly fly at hundreds of shopping centers nationwide this Flag Day for the culmination of *An Old Glory ★ous Celebration* - - a two-and-a-half week campaign rallying consumers in support of our nation's flag and U.S. troops and veterans. The International Council of Shopping Centers, Inc. (ICSC) is hosting the patriotic summer campaign for a second year as part of the organization's 50<sup>th</sup> anniversary commemoration.

*An Old Glory ★ous Celebration* encourages patrons to display their patriotic pride by signing on to fly the stars and stripes on Flag Day, June 14, as part of a nationwide pledge drive. Special events will unite local communities at center observances planned tomorrow. The Veterans of Foreign Wars (VFW) and AMVETS (American Veterans), two of the nation's most prominent veterans organizations, backed the campaign, teaming with participating centers on flag-flying pledge drives, collection drives for troops, and other campaign festivities.

"Through *An Old Glory ★ous Celebration* U.S. shopping centers are providing a forum for city leaders, families and the community at large to commemorate an important patriotic holiday honoring our nation's flag," said ICSC president and CEO, Michael P. Kercheval.

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OLD GLORIOUS FLAG DAY CELEBRATION JUNE 14<sup>TH</sup>

“Thousands of collected shopper pledges mean the stars and stripes will fly high in communities and centers across America this Flag Day.”

Since the campaign kick-off over Memorial Day weekend, participating shopping centers have hosted free family-focused festivities and events - - many featuring patriotic appearances and musical performances; historical flag presentations; and special efforts to honor veterans, U.S. troops and their families such as supportive banners, Kid’s Club crafts and walls of honor.

The campaign culminates tomorrow when Old Glory will be raised in communities across America in observance of Flag Day. Officials from mayors to governors, veteran groups and other local community partners will take part in the patriotic festivities, which will vary by center and market. Among the highlights of the June 14 events: a naturalization ceremony for U.S. citizenship, military fly-over by Hill AFB jets, AMVETS’ Operation DVD movie covers arranged to form the stars and stripes, and an American flag-shaped “Super Cookie” cake. Many centers are collecting needed items for deployed troops from provisions to movies, and some will offer military shopping discounts at participating retailers on Flag Day.

Shoppers can locate participating shopping centers, learn about flag etiquette and even test their American history knowledge by logging on to the campaign Web site.

*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.

For additional details or a complete list of participating centers, visit [www.oldglorious.com](http://www.oldglorious.com).

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