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FOR IMMEDIATE RELEASE

**LET IT SNOW, LET IT SNOW AT TEMPE MARKETPLACE**

*Tree lighting ceremony, FREE ice skating, kicks off nightly snowfalls  
each evening during the holidays*

**TEMPE, Arizona (November 16, 2009)** – A white Christmas in Tempe, Arizona? It may seem unlikely, but holiday shoppers will find themselves in a wintry wonderland as snow falls magically in the Tempe Marketplace District stage area for the second consecutive year.

The holiday festivities begin Tuesday, November 24<sup>th</sup> at 6:30 p.m. as Tempe Marketplace holds their official tree lighting. We will also have a holiday skating performance on a synthetic hybrid-ice skating rink. Then at 7:00 p.m. the first snowfall will appear for all to enjoy and marvel at.

In fact, every evening this holiday season through December 24<sup>th</sup> (with exception of Thanksgiving) at 7:00 p.m. Tempe Marketplace will feature a snowfall for all Arizona residents, “Let It Snow at Tempe Marketplace, presented by JCPenney”. The 10 minute snow fall, brought to Tempe Marketplace by MagicSnow, features peppermint scented flakes of snow that children and families will be able to touch and play with. The artificial snow, made up of 90% water is non-toxic, non-staining, eco-friendly, non-allergenic and dissolves upon contact.

After reveling in the blizzard of fluffy snowflakes, shoppers can also enjoy all the great entertainment, dining and shopping options found at Tempe Marketplace such as Dave & Busters, King’s Fish House, D’Arcy McGee’s Irish Pub, Maria Maria, Charlotte Russe, Gap, Victoria’s Secret, Tilly’s, Skechers, Apricot Lane, Urban Angels and many more.

“In Arizona there are a lot of kids and families who have never seen snow before. It’s really a magical experience that puts everyone in the holiday spirit.” said Denise Hart, Vice President of Marketing. “Vestar Development and Tempe Marketplace are thrilled to bring this holiday experience to its shoppers.”

New this holiday season, Tempe Marketplace will be offering FREE skating on the hybrid-ice skating rink Thanksgiving weekend, Saturday, November 28<sup>th</sup> and Sunday, November 29<sup>th</sup> from 11 a.m. – 7 p.m. Skates are available and there is no charge for this fun activity for the entire family. The rink is self sustaining in that it needs no energy (electricity) and adapts to any climate. It is truly the energy saving and environmentally responsible alternative to real ice, yet offers a realistic skating experience.

**About Tempe Marketplace**

A Vestar Development property, Tempe Marketplace opened in June 2007. One of the leading privately held real estate companies in the western United States, Vestar specializes in the development of open-air retail centers and the management of retail, office and industrial properties. Vestar builds and manages entertainment-retail complexes, power and “lifestyle” centers, and neighborhood centers of varying size and scale that serve as community shopping destinations with a unique sense of place. Since its inception in 1977, Vestar has earned a reputation for integrity and responsibility in the fields of commercial development and property management.

For more information, visit [www.TempeMarketplace.com](http://www.TempeMarketplace.com).

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