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August 10, 2016
FOR IMMEDIATE RELEASE

Mallapalooza: Back to School Event
Combining fun & savings for the whole family

ANCHORAGE, AK – With the goal of offering Alaskan shoppers the best combination of special shopping opportunities with fun for the whole family, Dimond Center presents ***Mallapalooza***, its annual back-to-school event. It will take place August 13, 2015 from 12pm-2pm.

To help make the family budget stretch a little more this year participating stores will be offering unique one-day specials for Mallapoolza, the complete list will be available at Guest Services or online the day before the event.

Dimond Center has decided to celebrate Back-to-School with some of the largest giveaways its ever had: it will be giving away a \$500 Shopping Spree and 2 Carrie Underwood concert tickets for her concert in Anchorage on August 31st. Anyone attending can enter once at Guest Services. Additional entries are possible by presenting receipts for purchases made at Dimond Center stores, on August 13th only, and for every \$50 purchase the participant will obtain one additional entry. It will also be available online exclusively to subscribers to Dimond Center's e-newsletter.

Free carnival games with fun prizes will be hosted by the stores. Have fun and win school supplies!

Shoppers will be able to discover this year's trends by coming directly in contact with them: our models, provided by [Laura's Model & Talent Agency](#), will be modeling outfits from favorite brands directly in the store windows! To make this a memorable experience, shoppers can take a selfie with each model, post it to Twitter, Facebook, or Instagram with the hashtag #Modelpalooza2016 to enter to win a \$25 Dimond Center gift card.

For more information:
www.dimondcenter.com