



THE VILLAGE
AT ALLEN

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**THE VILLAGE AT ALLEN TO KICK OFF ITS FIRST HOLIDAY SEASON
WITH EVENTS AND SHOPPING FOR EVERYONE**

*Festivities start Nov. 22 with Santa's arrival, a tree lighting ceremony for
35-foot, interactive tree and holiday goody bag giveaway*

ALLEN, Texas – The Village at Allen, located at the southeast corner of Stacy Road and U.S. 75 in Collin County, will kick off the holiday season on Nov. 22 from 5:30 p.m. to 8 p.m. with the arrival of Santa in a City of Allen fire truck, followed by a tree lighting ceremony for the shopping center's 35-foot, interactive tree.

The Grove, located in the heart of the Village at Allen, will host a number of festivities throughout the evening including live musical entertainment, a visit from Santa's very own reindeer Donner and Blitzen, children's holiday crafts and cookies with hot cocoa.

Details for the **Saturday, Nov. 22** holiday kick-off celebration are as follows:

- **Goody Bags**

The first 350 children to arrive on Nov. 22 will receive a holiday goody bag filled with treats and special offers from The Village at Allen stores.

- **Children's Holiday Crafts - 5:30 p.m.**

Children will enjoy a variety of activities including holiday crafts, face painting and balloon designs. Mrs. Claus will stop by for a visit with the kids and to offer cookies and hot cocoa.

- **Live Musical Entertainment – 7 p.m. to 7:30 p.m.**

Holiday carols will fill the air as guests enjoy live musical entertainment in The Grove.

- **Santa's Arrival and Tree Lighting - 7:30 p.m.**

Santa Claus, known by many North Dallas residents as "The Big Guy," will arrive in style on a

City of Allen fire truck. Immediately following, a ceremony will commence to light The Village at Allen's 35-foot, interactive tree when Santa and Allen Mayor Steve Terrell "flip the switch" to the tree's 100,000 lights. Guests can toast the holiday with a complimentary cup of warm cocoa or hot cider and sing along with holiday tunes played by the interactive tree every 20 minutes.

- **KLTY Radio Remote**

Family-friendly station - KLTY FM 94.9 - will turn up the volume on fun with festive holiday music during the event.

- **Live Reindeer**

Santa's star reindeer, Donner and Blitzen, will make their first appearance on Nov. 22 during the holiday kick-off celebration. Be sure to see the reindeer before they head back to the North Pole to rest up for the big night.

- **The Allen Community Outreach (ACO) Toy Drive**

Visitors are encouraged to start the holiday season with a spirit of giving and bring unwrapped toys to the donation box located in The Grove at The Village at Allen.

Holiday activities continuing through December include:

- **Photos with "The Big Guy," Nov. 22 – Dec. 24**

Santa is available for photos and a visit with kids of all ages beginning Saturday, Nov. 22 and continuing through Christmas Eve. Santa will take a break each day from 3 p.m. to 4 p.m. Photo prices start at \$14.95, with a variety of packages offered. Pets will have their own special night for photos with Santa every Tuesday from 4 p.m. to 7 p.m. beginning Nov. 25 and continuing through Dec. 9. Visit www.villageatallen.com for Santa hours.

- **Letters to Santa, Nov. 22 – Dec. 24**

Children wanting a direct line to Santa Claus can drop their letters into Santa's mailbox, located in The Grove. Santa's smiling face is on the front of the mailbox and just waiting for holiday wish letters.

- **Visit Donner and Blitzen, Nov. 22 – Dec. 21**

The Village at Allen will be home to Santa's favorite reindeer, Donner and Blitzen, during the holiday season beginning Nov. 22. See the live reindeer Nov. 22 - Dec. 7 (on site each Saturday and Sunday) and Dec. 12 – Dec. 21 (on site each Friday, Saturday and Sunday). Visit www.villageatallen.com for reindeer hours.

- **Interactive Tree on Display, playing holiday songs every 20 minutes, Nov. 22 through the holidays**

Festive holiday music and 100,000 bright lights create an interactive holiday experience that will make even The Grinch smile. Bring your camera and singing voice.

- **Toy Drive, Nov. 22 – Dec. 12**

Guests are encouraged to bring an unwrapped toy to donate to the Allen Community Outreach holiday toy drive, benefitting needy families in the community. Look for the toy box in The Grove to drop off donation items and share the holiday spirit with those less fortunate.

- **Breakfast Break at 8 a.m. and Gift Card Giveaway, Friday, Nov. 28**

Grab a cup of coffee and a muffin, compliments of The Village at Allen, and stay energized for the largest shopping day of the year. Breakfast will be provided to the first 500 guests at 8 a.m. along with a gift bag filled with goodies from The Village at Allen shops and restaurants. Some bags will contain gift cards ranging from \$10 to \$50, with two lucky guests winning either a \$250 or \$500 gift card.

The grand opening for the first phase of The Village at Allen, developed by The MGHerring Group, began in October and will continue throughout November. Retail stores and restaurants currently open include: Best Buy, Toys“R”Us and Babies“R”Us “R” Superstore, TJ Maxx, HomeGoods, Dick’s Sporting Goods, Men’s Wearhouse, Mattress Giant, Uncle Julio’s, Nate’s Seafood and Steakhouse, Coffee N Cream and Verizon Wireless. In addition, The Vitamin Shoppe, Ooo La La, Which Wich?, Cold Stone Creamery, Smoothie Factory and Villa Nails are scheduled to open in November.

For more information on events and store openings at The Village at Allen, please visit

www.villageatallen.com.

About The MGHerring Group

With a reputation for design, quality and integrity, Dallas-based The MGHerring Group has developed more than 30 major shopping centers and regional malls in the United States and Mexico, totaling more than 24 million square feet of retail space. The MGHerring Group has been recognized with numerous industry awards and is considered by many to be among the top shopping center developers in the nation.