



FOR IMMEDIATE RELEASE

Nov. 1, 2011

CONTACT: Megan Neher

913-599-5539

megan@mnpr.biz

**THE HOLIDAY SPIRIT IS ALIVE AT ZONA ROSA THIS YEAR
WITH A LONG LINEUP OF EVENTS, STORE PROMOTIONS, SALES AND MORE**

KANSAS CITY, Mo. – It's time for mistletoe and holly at Zona Rosa again! As the Northland shopping district gears up for its eighth holiday season this fall, the calendar of events and seasonal activities grows even jollier.

From its popular lighting ceremony to the longtime traditions of the Kansas City Museum's Fairy Princess, Zona Rosa is host to a wide variety of events and activities to compliment its shops, dining and entertainment.

"Holidays are always special at Zona Rosa and this year is no exception," said Rosemary Salerno. "We're confident that with the new stores and restaurants that have opened this year and the events and activities we have on the calendar, it will be an action-packed holiday season."

The events include:

Project Warmth

Saturday, November 5

9 a.m. – 3 p.m.

Zona Rosa will take part in this one-day-only event in conjunction with other outlets throughout the city in an effort to collect coats and blankets for needy families throughout Kansas City this winter. Between 9 a.m. and 3 p.m. local residents may drop gently used or new coats and blankets in the parking lot at CVS at Zona Rosa.

Salvation Army Bell Ringing

Friday, November 11 through Saturday, December 24

Inspired by dedicated volunteers – a familiar sight outside of stores and at shopping malls during the holidays is the The Salvation Army Bellringer- a wonderful way to raise awareness for thousands of people in need. The kettle will be located inside The Grove.

Northern Lights at Zona Rosa

Saturday, November 19

4 – 8 p.m.

Zona Rosa restores a longtime local tradition of using crowns as holiday decor with a variety of lighted crowns featured throughout the center during the holidays. For the second year, a new limited edition ornament will be available for purchase at guest services. Zona Rosa commences the holiday season with a special lighting ceremony to spotlight the large crowns hung above the streets, as well as the featured Christmas tree in the Town Square. The community is invited to the free program including the official arrival of the holiday Fairy Princess, as well as holiday musical performances, live reindeer and a variety

of other children's activities. The evening concludes with the announcement of Zona Rosa's Hometown Hero, an annual award given to a well-deserving Kansas Citian. The lights will be turned on just before 6 p.m.

Kansas City Museum's Igloo

Saturday, November 19 – Saturday, December 24

Many Kansas Citians will remember a popular exhibit once on display at the Kansas City Museum – probably the Museum's most fondly remembered exhibits. In 2009, Zona Rosa brought back the lost exhibit and its fond memories for the holidays and has maintained the longtime favorite each year since. The Kansas City Museum's Igloo has been "refrozen" at Zona Rosa and will open Saturday Nov. 19 following the Northern Lights lighting ceremony. The Igloo is located in The Grove as part of the Fairy Princess winter scenery.

Kansas City Museum's Fairy Princess

Saturday, November 19 – Thursday, December 1

Drawing from longtime local traditions, Zona Rosa features the Fairy Princess sponsored by The Kansas City Museum. The Fairy Princess first appeared in Kansas City, Mo. in 1935 in the toy department at Kline's Department Store during the holidays, and now she has returned to her retail stardom at Zona Rosa. The Fairy Princess arrives at Zona Rosa on Saturday, Nov. 19 as part of the holiday lighting ceremony. She will greet children everyday at Zona Rosa through Dec. 1.

Midnight Shopping

Thursday, November 24 (Thanksgiving night)

12 a.m. (midnight)

Zona Rosa introduced Midnight Shopping to Kansas City in 2008 when more than 40,000 shoppers filled the stores at midnight and shopped throughout the night for discounts, giveaways and special overnight promotions. In addition, the Northland developer gave away 1,000 \$25 giftcards to the first 1,000 shoppers in line. For the first time this year, Zona Rosa will alter its popular Midnight Shopping giftcard giveaway program slightly – giving away even more money to Black Friday shoppers. The center will still give away 1,000 \$25 gift cards to the first 1,000 shoppers, but this year **half** of those cards will be randomly selected have even more than \$25 – with some denominations at \$30, \$50, \$100, \$250 \$500 and one grand prize of \$1,000. All of the cards must be used by 3 a.m.

Horse Drawn Carriage Rides

Saturday, Nov. 19 (after Northern Lights); Saturday, Nov. 26, Dec. 3, 10 and 17.

5 – 9 p.m.

Get a taste of nostalgia with an old-fashioned horse-drawn carriage ride around Zona Rosa Saturday evenings during the holidays. Tickets may be purchased at Guest Services or from the attendance at the Dillard's Plaza each Saturday evening during the ride times. Tickets are \$5 for each adult and with every adult ticket purchased; a child 12 and younger may ride for free. Carriages load at the Dillard's Plaza.

Salvation Army Angel Tree

Friday, November 25 through Saturday, December 17

It's a "Wonderful Life" when you choose to sponsor a child for Christmas at The Salvation Army Angel Tree at Zona Rosa. Choose either a boy or girl (ages newborn to 12 years of age) angel tag and each tag tells the age of the child and a possible wish list of two or three toys or an age appropriate toy of your choice. Purchase a gift for your angel and return it to Zona Rosa Guest Services, unwrapped with angel tag attached.

Breakfast with the Fairy Princess

Saturday, November 26

8 – 10 a.m.

Children are invited to meet the Fairy Princess during an enchanted breakfast and tell her their special holiday wishes. The event features holiday entertainment, a child-friendly breakfast menu and a special gift from the Fairy Princess. Advance tickets are required and will be available for purchase by calling Zona Rosa Guest Services at 816-587-8180 beginning Nov. 1.

PJ Party with St. Nick***Friday, December 2******6 p.m.***

Santa Claus makes his formal arrival at Zona Rosa with a fun pajama party for children at The Grove in the Marshalls building. Families are invited to participate in this free, cherished night with St. Nick featuring fun and entertainment for the whole family. Free cookies, milk and giveaways are available for children, while supplies last.

Santa Claus***Saturday, December 3 – Saturday, December 24***

Sitting in his traditional storybook scene at Zona Rosa, Santa Claus will listen to children's Christmas wishes every day starting Dec. 3 at The Grove in the Marshalls building. A variety of photo packages are available for purchase.

Breakfast with Santa***Saturdays, December 3 and 10******8 to 10 a.m.***

Breakfast with Santa at Zona Rosa has become a wonderful family tradition in the Northland. The event features fun-loving holiday entertainment, a kid-friendly breakfast menu and a special gift from Santa Claus. Advance tickets are required and will be available for purchase by calling Zona Rosa Guest Services at 816-587-8180 beginning Nov. 1.

Gift Wrapping***Saturday, December 3, 10 and 17******Noon – 7 p.m.***

NAWS (Northland Animal Welfare Society) will wrap your holiday gift for free and accept a donation for their organization. NAWS volunteers will be located inside the Marshalls building, in front of The Grove. Visit this yappy happy crew and let them help "wrap up" the holiday shopping.

Santa Paws for Naws - Pet Photos with Santa***Monday December 12 and 19******6 – 8 p.m.***

Guests and their furry friend are invited to get a photo taken with Santa, compliments of Zona Rosa. Complimentary photos and goody bags are available to the first 30 guests. The program benefits the Northland Animal Welfare Society.

Zona Rosa is an urban town center located at the northwest corner of I-29 and Barry Road in Kansas City North. For more information, visit zonarosa.com or call (816) 587-8180.

###