



## **Macerich Brings Big Brands, Big Crowds To Arizona's Dominant Scottsdale Fashion Square Mall With Fan Fest Scottsdale**

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**-ESPN to Broadcast Live from Scottsdale Fashion Square Site for Full Week Leading up to the Big Game-**

SANTA MONICA, Calif., Jan. 22, 2015 /PRNewswire/ -- Macerich (NYSE: MAC) today announced a large-scale, week-long public event, Fan Fest Scottsdale at Scottsdale Fashion Square, Jan. 26-Feb. 1, designed to attract thousands of fans converging on Metro Phoenix for pro football's biggest game of the year.

Built around ESPN's full week of live coverage outdoors at Macerich's high-performing, luxury Scottsdale Fashion Square, Fan Fest Scottsdale will be a platform for top consumer brands and an entertainment destination for the visitor-packed region through Sunday's Big Game. This multi-dimensional, seven-day event is free and open to the public and will offer exciting brand experiences including ESPN's live broadcasts featuring coach and player appearances, the 14<sup>th</sup> Annual NFL Players' Wives Fashion Show, and product demonstrations as well as interactive activities from top brands in sports, food, and fashion.

"With Fan Fest Scottsdale and ESPN, Macerich is placing its retail powerhouse, Scottsdale Fashion Square, at the center of the action when hundreds of thousands of fans come to Arizona not only for football, but also for shopping, dining and great entertainment experiences," said Ken Volk, Senior Vice President, Chief Marketing Officer, Macerich. "This unique, week-long opportunity for fans and brands to interact at our exceptional retail property in Scottsdale is a strategic play to drive significant, added traffic to the mall and our retailers."

Macerich developed Fan Fest with the City of Scottsdale and the Scottsdale Convention & Visitors Bureau, with Cox Communications as the event's presenting sponsor. During Fan Fest Scottsdale at Scottsdale Fashion Square – ranked among the top 10 shopping destinations in the country – engaging brand experiences will include product demonstrations, tastings, games, competitions, giveaways and more provided by sponsors Chobani, Chrysler, Coca-Cola, Dick's Sporting Goods, Dole, Maui Jim, Sparkling Ice and others.

Fan Fest Scottsdale will offer breakout experiences and attractions designed to surprise and engage visitors. For instance, the U.S. Air Force is providing opportunities for guests to run training missions in an F-22 simulator and play a HALO jump game.

Macy's, one of Scottsdale Fashion Square's five anchor department stores, is making the most of Fan Fest Scottsdale by creating a special Locker Room by Lids shop inside the store filled with officially licensed apparel and headwear, and offering a line-up of in-store special events, from pro football player appearances to homegating demos and giveaways.

"With Fan Fest Scottsdale, Macerich is capitalizing on football fever with this experience-focused destination to draw shoppers to Scottsdale Fashion Square," said Mary Jo Johnson, Store Manager of Macy's Scottsdale Fashion Square. "Macy's is proud to complement those efforts and create a unique retail experience in our store with exclusive merchandise and events that celebrate the game, the City of Scottsdale, and most importantly, the fans."

ESPN chose Scottsdale Fashion Square from a wealth of possible sites across the region. "After nearly two years of planning, we are thrilled to be making Scottsdale Fashion Square our ESPN home for Super Bowl in Arizona," said Seth Markman, ESPN's senior coordinating producer for NFL studio shows. "We will kick off our coverage bright and early on Monday, Jan. 26, and we expect great weather, a picturesque backdrop and hopefully big crowds all week with Fan Fest Scottsdale just a quick screen pass from our set."

Fan Fest Scottsdale will be active from 4 a.m. – 8 p.m., Monday through Friday, Jan.26-30, and Saturday, Jan.31, from 8 a.m. – 8 p.m., and Sunday, Feb. 1, Game Day, from 8 a.m. – noon. For more details on Fan Fest Scottsdale, visit [www.fanfestscottsdale.com](http://www.fanfestscottsdale.com).

A major highlight of the week will be the 14<sup>th</sup> Annual NFL Players' Wives Fashion Show presented by Off the Field Players' Wives Association on Friday, Jan. 30, at 11 a.m. The charity event is expected to feature famous faces including Tim Brown, Emmitt Smith, Steve Young, Donovan McNabb, Billy Cundiff, Ricky Watters along with retired and current players from the Arizona Cardinals Kwamie Lassiter, MarTay Jenkins, Anthony Clement, Jamir Miller, Bernard Wilson, Leonard Davis, Jerome Daniels, Patrick Peterson, Lorenzo Alexander, Jay Feely, Mike Leach and more.

Scottsdale Fashion Square, the 1.9 million-square-foot luxury mall anchored by five department stores and featuring more than 240 stores and restaurants, is owned and operated by Macerich. Macerich, an S&P 500 company, is a fully integrated self-managed and self-administered real estate investment trust, which focuses on the acquisition, leasing, management, development and redevelopment of regional malls throughout the United States.

Macerich currently owns 55 million square feet of real estate consisting primarily of interests in 52 regional shopping centers. Macerich specializes in successful retail properties in many of the country's most attractive, densely populated markets with significant presence in the Pacific Rim, Arizona, Chicago and the Metro New York to Washington, D.C. corridor. Additional information about Macerich can be obtained from the Company's website: [www.macerich.com](http://www.macerich.com)

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/macerich-brings-big-brands-big-crowds-to-arizonas-dominant-scottsdale-fashion-square-mall-with-fan-fest-scottsdale-300024177.html>

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