

VILLAGE SQUARE



FOR IMMEDIATE RELEASE

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It's going to be an *Ice-Cream Sunday* at Village Square as Cold Stone Holds Kick-off Party to the 11th Annual World's Largest Ice Cream Social & Backpack Drive *Benefiting Make-A-Wish® Southern Nevada* *September 23rd, 2:00-5:00 PM*

LAS VEGAS –This Sunday, September 23rd will be more of a *Sundae*-kind of day as Village Square, together with Cold Stone Creamery and Balloons with a Twist, in partnership with Make-A-Wish® Southern Nevada, host the 11th Annual World's Largest Ice Cream Social and backpack drive kick-off party. It will be held from 2-5 p.m. at 9350 W. Sahara Ave., Suite 140, near the Northwest corner of West Sahara Avenue and Ft. Apache Road. All proceeds will benefit Make-A-Wish® Southern Nevada.

“We are so pleased and appreciative of Village Square for leading the efforts on this event that will help make the wishes of children in our community who are battling life-threatening medical conditions a reality,” said Shelly Batten, Development & Event Coordinator, Make-A-Wish® Southern Nevada.

Village Square businesses will take part in the kick-off party. Cold Stone Creamery will give away free 3-ounce scoops of an ice-cream flavor specially created by a “wish” child. Rocket Fizz will provide old-fashioned soda samples, European Massage School will offer complimentary 5-10 minute chair massages, and Sparkle will donate 20% of jewelry sales.

In addition, participants who donate a new backpack will receive 5 activity tickets to enjoy the many fun activities that afternoon such as Rock Wall Slide, Dodge Ball, 40’ obstacle course, football toss, adrenaline rush, pony rides, face painters, and balloon twisters. No admission is required to attend the event, but tickets for all activities and Regal Cinemas popcorn are available to purchase for \$1 each, \$5 for 6 or \$10 for 15.

“Village Square is an integral part of the community and is committed to helping bring focus to critical community-wide causes by hosting events dedicated to saving lives,” said Lauran Roberson, Director of Marketing for Village Square.

During the month of September customers have an opportunity to make wishes come true by purchasing a Make-A-Wish® paper star for \$1 at select Village Square merchants. The Sunday, September 23rd kick-off party is in anticipation of the Make-A-Wish® Annual Ice Cream social at Cold Stone Creamery, to be held on Thursday, September 27th.

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About Village Square: Under the leadership of new ownership, Village Square is undergoing a renovation. Center tenants are open for businesses during the process. More than a dozen new businesses have opened their doors at the 240,000 square foot open-air retail, dining, theatre and professional office complex since Westport Capital Partners LLC purchased the property in November 2011. The new and relocating businesses at Village Square are helping create jobs, bringing new energy to the shopping area, neighboring areas, and revitalizing the community as a whole. The newest businesses to set up shop at Village Square are 808 Tapas (Grand Opening September 28 at 5 p.m.), Paca (Grand Opening October 19), Security National Mortgage Co., Remax, and Maka Beauty, with Color Me Mine renewing its lease. These latest businesses join Sparkle, Patty's Closet, Rocket Fizz, European Antiques, and the European Massage Therapy School, which opened their doors for business earlier this year. The new tenants join all the other amazing options the community has grown to love at the center such as Cold Stone Creamery, Alligator Soup, 18-screen Regal Cinemas, Tropical Smoothie Cafe, Archi's, All Nevada Insurance, Euphoria Institute of Beauty Arts and Sciences, Kinderland Indoor Play and Café, Round Table Pizza, and many more. For the latest Village Square event and center information visit <http://govillagesquare.com/>, Facebook.com/GoVillageSquare or follow on Twitter.com/GoVillageSquare.

About Make-A-Wish®: Make-A-Wish® grants wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Founded in 1980 when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, Make-A-Wish® is one of the world's leading children's charities, with 62 chapters in the United States and its territories. With the help of generous donors and nearly 25,000 volunteers, Make-A-Wish® grants a wish every 38 minutes and has granted more than 215,000 wishes in the United States since its inception. For more information about Make-A-Wish® Southern Nevada, visit snv.wish.org and discover how you can *share the power of a wish®*.

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