

# THE SUMMIT<sup>®</sup>

## Retailer Newsletter

April 2019

### SEPHORA + MOLLY GREEN NEW LOCATIONS

On Thursday, March 28, we celebrated Sephora's new look and location! Their new layout is only 1 of 4 in the nation for Sephora stores. Come check out the new store located next to Trader Joes.

Molly Green is currently moving into their permanent home near Paper Source and will reopen in early April!

*molly green*



### EASTER HOURS

The Summit will be closed on Easter Sunday, April 21.

Opening is optional, please [contact us](#) with your hours.



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# EVENTS & HAPPENINGS

## SWEAT FITNESS CLASSES

Start your week with an energizing [fitness class](#) at The Summit. Best part—it's free to attend!

April 8: Yoga Class with Laura G.

April 15: Pound Class with Susan



## COOKIE DECORATING WORKSHOP

Flying Squirrel Cookies is back on Thursday, April 11 for the [Easter Cookie Decorating Workshop](#). Classes have sold out every time with forty participants!

Special thanks to Frutta Bowls for donating smoothie samples at the Spring Workshop! If your store or restaurant would like to get involved, please reach out [here](#).



## ZUMBA BLOCK PARTY

On Friday, April 26, Athleta and The Summit will host the 3rd annual [Zumba Block Party](#) to raise money for the Autism Society of Alabama. A \$10 donation will get you in and your energy will keep you moving!



# NOTES FROM MANAGEMENT

## Employee DISCOUNTS

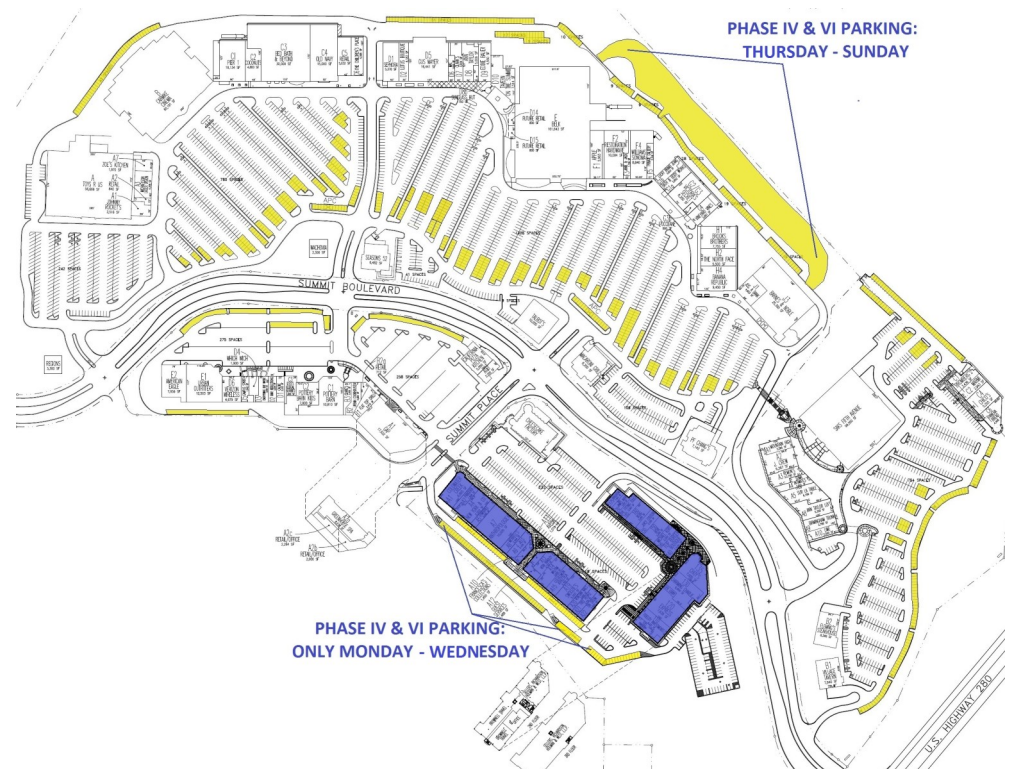
Employees must show proper ID to redeem.

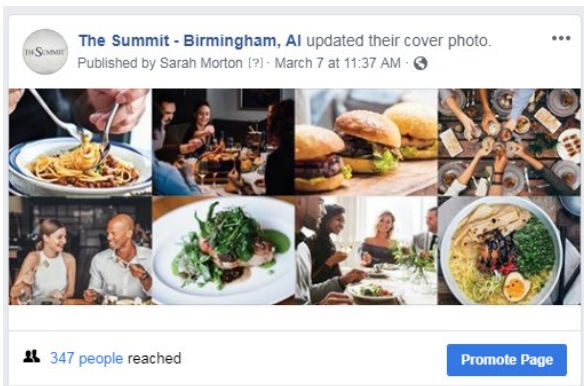
- ◇ **10% OFF** Alumni Hall, Fab'rik, The Fitting Touch, L'Occitane, Macaroni Grill, Pieology Pizzeria, Seasons 52, Soft Surroundings, Taco Mama, Village Tavern
- ◇ **15% OFF** Soma Intimates + Frutta Bowls
- ◇ **20% OFF** Aveda, Belk Salon & Spa, California Pizza Kitchen

Managers, please remind your employees of the importance of The Summit's Parking Regulations to your store's business. All employees at The Summit must park in the appropriate areas to leave parking spaces available for the customer's use. This is enforced to maximize sales opportunity, as well as, improve customer's well-being and enhance engagement while on property.

Employees are not allowed to park in other phase's designated parking or they will be subject to fines. On 3rd parking violations, employee's vehicle will be towed from property. Overnight parking is prohibited on property.

Phase 4 & 6 tenant employees must park in the area behind Barnes & Noble/Belk and utilize the shuttle bus provided on Thursdays through Sundays. Hang tags are not valid for stores or restaurants (Office Building Tenant only).





## FACEBOOK

TAG US @THESUMMITBHAM

14,168 LIKES

16,137 FOLLOWERS

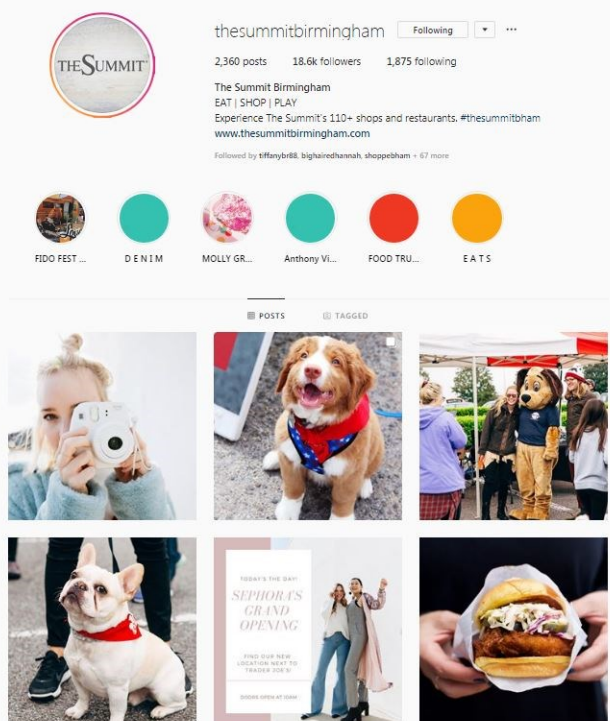


## INSTAGRAM

USE #THESUMMITBHAM

2,360 POSTS

18.6K FOLLOWERS



## Submit Promotions

The Summit offers multiple avenues to promote your store and boost new product awareness.

These include signage opportunities, Social Media {Facebook & Instagram} as well as the Retailer Newsletter, which will go out on a monthly basis.

Signage is based on availability. For rates and space availability, contact Natalie Gravois The Summit's Marketing Manager [here](#).

## Post Your Sales, Events and Career Opportunities:

- ◇ Visit our website at [thesummitbirmingham.com](http://thesummitbirmingham.com)
- ◇ Scroll to the bottom of the page and click on the box that says "Store Log In"
- ◇ Enter the password **sales4u**

## APRIL CALENDAR

- April 3 Vera Bradley's Backyard Blessings Event
- April 6 Vineyard Vines 7th Anniversary Party
- April 21 Easter Sunday - Center Closed
- April 26 Athleta's Zumba Block Party

*Don't forget to share your upcoming events with us!*

