

THE SUMMIT[®]

Retailer Newsletter

APRIL 2018

SHAKE SHACK MAKES ITS ALABAMA DEBUT



The first-ever Alabama Shake Shack is opening at The Summit! The 3,520-square foot space will open in late Summer and feature an outdoor patio. Located on the corner near Pandora.

Shake Shack is a critically acclaimed, modern day "roadside" burger stand known for its 100% all-natural Angus beef burgers and chicken sandwiches (no added hormones or antibiotics), griddled flat-top dogs, fresh-made frozen custard, crispy crinkle-cut fries, craft beer, wine and more. In keeping with their commitment to green architecture and eco-friendly construction, The Summit's Shack will be constructed with recycled and sustainable materials.

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FIDO FEST

3rd Annual Fido Fest at The Summit

April 7 | 11:00 AM - 3:00 PM

The Summit is going to the dogs! We have partnered again with local vendors and retailers to create an afternoon of pet-friendly fun that will benefit The Greater Birmingham Humane Society and Hand In Paw. Visitors can enjoy pet vendors, rescue and adoption groups, eats + treats for pups and humans, live music, complimentary pet caricatures and more! The event is free and open to the public. For more information, visit our website [here](#).



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APRIL HAPPENINGS @ THE SUMMIT

Food Truck Friday

April 6 | 5:00-8:00 PM

Join us on the first Friday of every month for live music and support some local food trucks. Customers are invited to kick-back and relax with our complimentary lawn blankets and picnic tables under the twinkle of lights. Admission is free into the food truck area. Find the event located at the Food Truck Park. Retailers interested in being involved in this event by setting up a booth or handing out discounts, please reach out by emailing the Marketing team at summitbham@bayerproperties.com. See the truck lineup [here](#).



Athleta's Zumba Block Party

April 27 | 6:30-8:30 PM

The Summit and Athleta will host a FREE Zumba Block Party! Participants may purchase a \$5 ticket to make a donation to benefit a non-profit organization. Registration begins at 6:30 PM located in the parking lot. The Zumba class will be taught by instructor,



Megan Zema Collier, from 7:00-8:30 PM with a DJ to *pump-it-up!* Head over to Athleta at 9:00 PM for a special afterhours party where guests can enjoy food, door prizes, and special discounts!

THE SUMMIT EMPLOYEE DISCOUNTS

Employees must show proper ID to redeem.

- ◇ **10% discount:** Fab'rik, The Fitting Touch, Halcyon Days Salon & Spa, L'Occitane, Lily Rain, Macaroni Grill, Pieology Pizzeria, Seasons 52, Taco Mama, Village Tavern
- ◇ **15% discount:** Soma Intimates
- ◇ **20% discount:** Aveda, Belk Salon, California Pizza Kitchen and Flip Burger

EVENT SPOTLIGHT

Peace Love & Dog Paws Charity Event @ Bevello's April 21 | 1:00-3:00 PM

Bevello is hosting a charity event with Peace Love & Dog Paws Rescue Inc. where 10% of proceeds will be given back to this non-profit and customers will receive 10% off their purchases during the event.

2018 EVENT CALENDAR

Apr. 1	Easter Sunday - Center Closed
Apr. 3	Katie Jacobs Book Signing at Swoozie's
Apr. 6	Food Truck Friday
Apr. 7	Fido Fest
Apr. 15	Madewell's Hometown Hero: Heather Simmons of Tallulah Faire
Apr. 20-22	Honda Indy Grand Prix of Alabama
Apr. 21	Bevello's Peace Love & Dog Paws Rescue Inc. Event
Apr. 22	Earth Day
Apr. 27	Athleta's Zumba Block Party
May 4	Food Truck Friday
May 5	Cinco De Mayo
May 9	March of Dimes Giveback Day
May 10	Cookie Decorating Workshop with Flying Squirrel
May 11	Anthropologie's Mother's Day Event
May 13	Mother's Day
May 16-20	Regions Tradition at Greystone Golf & Country Club
May 28	Memorial Day: Mall Hours 10 AM - 6 PM
Jun. 1	Food Truck Friday
Jun. 4	Red Cross Blood Drive
Jun. 7	Sounds of Summer: Concert Series Begins [Every Thursday]
Jun. 17	Father's Day
Jul. 4	Independence Day: Mall Hours 10 AM - 6 PM
Jul. 14-15	Sloss Fest Music and Arts Festival
Jul. 20-22	Alabama's Back-to-School Tax Free Weekend
Sept. 3	Labor Day: Mall Hours 10 AM - 6 PM
Sept. 29	Sum-It Up To Health Event
Nov. 16	Lights Up
Nov. 22	Thanksgiving Day - Center Closed

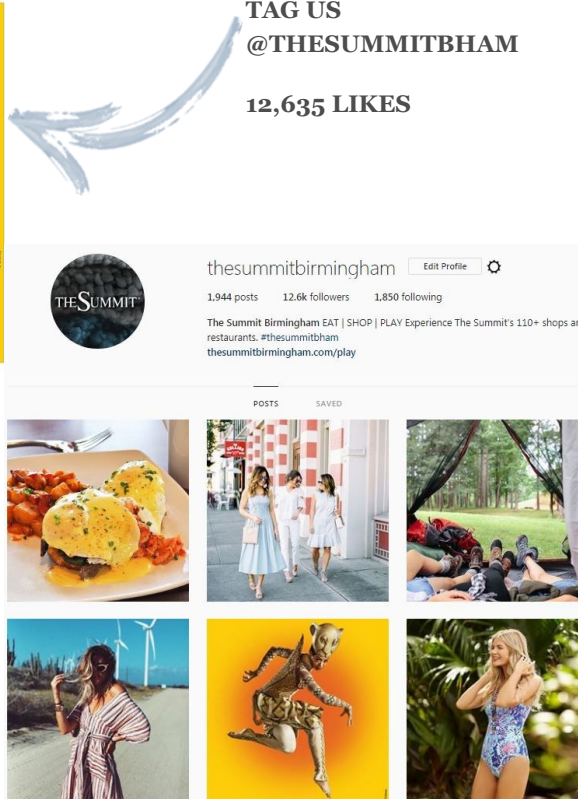
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 We've got 4 more tickets to the Lion King! Head over to our Instagram to enter to win!
<https://www.instagram.com/thesummitbirmingham/>



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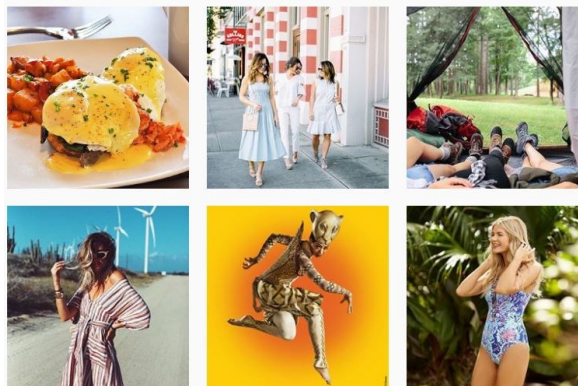
12,635 LIKES



INSTAGRAM

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12.6K FOLLOWERS



INCLEMENT WEATHER

In the event of severe weather, center management's decision to close or alter operating hours will be communicated through the MallCast alert system [text, email and/or voice mail messages]. If you are not currently enrolled in MallCast or receiving alerts via text, email, and/ or voicemail, please contact the Guest Services Office at 205-967-0111. Each store may have up to four contacts, in addition to the store number that will receive a recorded phone call alert. It is your responsibility to keep the GSO informed of any changes or updates.

SPRING CLEANING

Pollen season is upon us. In an effort to maintain a clean shopping atmosphere at The Summit, please arrange to have your awnings cleaned as soon as possible.

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 Mindy Rohr, The Summit's Marketing Manager, at mrohr@bayerproperties.com.



To post Sales or Career Opportunities:

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

