

THE SUMMIT[®]

Retailer Newsletter

December 2019

GRAND MENORAH LIGHTING

Join us on Sunday, December 22nd from 4:30-6:00 PM for the 5th Annual Grand Menorah Lighting in Saks Plaza. We will have music, a stilt walker, balloon artists, a graffiti wall, a bubble show, traditional Chanukah foods, and of course the Grand Menorah lighting!

This year Senator Doug Jones will be joining us and will be lighting the Menorah.

The Grand Menorah Lighting is a collaborative project of the LJCC, Chabad of Alabama, and the Birmingham Jewish Foundation.



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STORE OPENINGS



SEE EYEWEAR

The Summit welcomed the first-to-state SEE Eyewear on Saturday, November 9. The beautiful new store is located near Lush and Banana Republic.

SEE Eyewear offers a distinctive collection of on-trend frames at affordable prices. Limited quantities of each style are available, giving SEE customers the confidence to stand out in one-of-a-kind looks.

Stop by the store today and receive 30% when you let know you are an employee here at The Summit. Stay tuned for their Grand Opening details.

REAL & ROSEMARY

This yummy new restaurant is scheduled to open this December. Located near Taco Mama and AMC Theater.

PADDYWAX CANDLE BAR

This first-to-state store is scheduled to open on December 14th. Located near Paper Source and Lizard Thicket.



HOLIDAY EVENTS + HAPPENINGS



COOKIE DECORATING WORKSHOP December 5

Help us spread some Holiday cheer & have some fun with this Holiday theme cookie workshop.



SANTA PAWS December 12

Bring your fur babies to The North Pole to snap a photo with Santa!



BELL CENTER'S BREAKFAST WITH SANTA December 14

Support The Bell Center & enjoy a breakfast at Village Tavern with Santa.



SENSORY SANTA December 16

Families with children or adults with sensory sensitivities can enjoy the time-honored tradition of a visit with Santa, in a more subdued and calm environment.



NOTES FROM MANAGEMENT

Employee DISCOUNTS

◆ 10% OFF

Alumni Hall, fab'rik, L'Occitane, Macaroni Grill, Pieology Pizzeria, Seasons 52, Shake Shack, Soft Surroundings, South Moon Under, Taco Mama, Village Tavern

◆ 15% OFF

Frutta Bowls, Kendra Scott, Soma Intimates

◆ 20% OFF

Aveda, Belk Salon & Spa, California Pizza Kitchen

◆ 30% OFF

SEE Eyewear

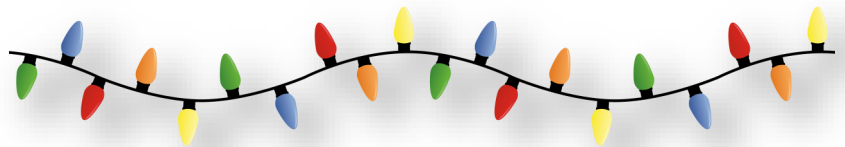
Employees must show proper ID to redeem.

- Happy Holidays from The Summit Management Team. We hope your bellies are full of turkey + pumpkin pie. Please check the center Holiday hours [here](#).

- Holiday Sales Reporting is set to occur three times this holiday season. We will be calling stores to ask about holiday sales and related sales activity. Thank you in advance for participating in the first Holiday Sales Reporting covering Black Friday and the Thanksgiving Weekend!

- Please notify the [Marketing Team](#) if you have an event or product launch this is expected to draw a large crowd or a late closure no later than 3 days prior to the event.

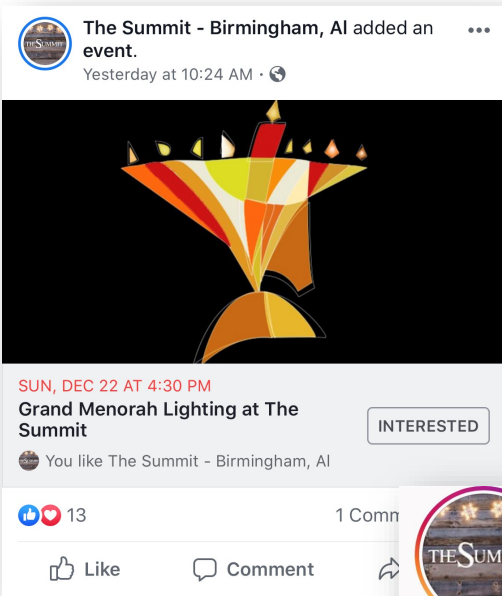
- Report all criminal activity to Security by calling 205-281-1889



TENANT SPOTLIGHT

Thank you to Mountain High Outfitters for sponsoring our Lights Up photo booth with Santa on Friday, November 22. Mountain High Outfitters and Belk also set up vendor tables for attendees to visit during the event. Belk's table was a Frozen II braid bar where kids could get their hair braided like Elsa. Thanks for making this year's Lights Up so memorable.



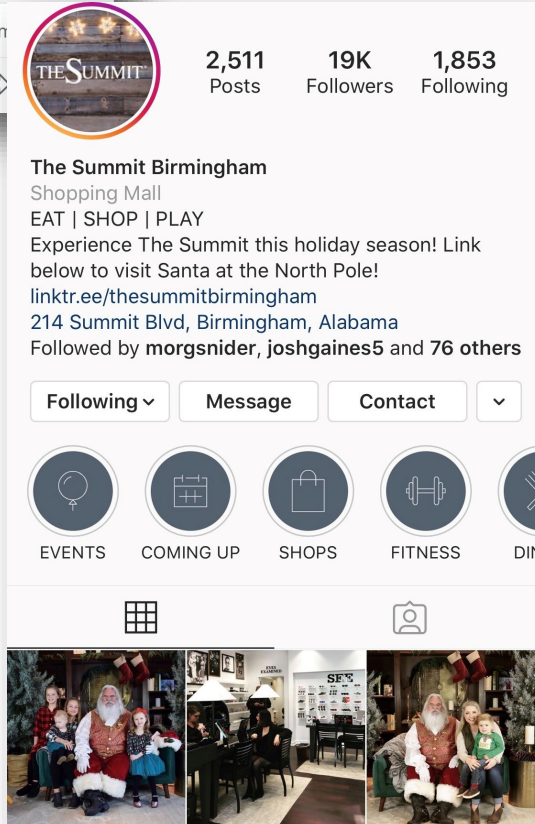


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WHEN MENTIONING US

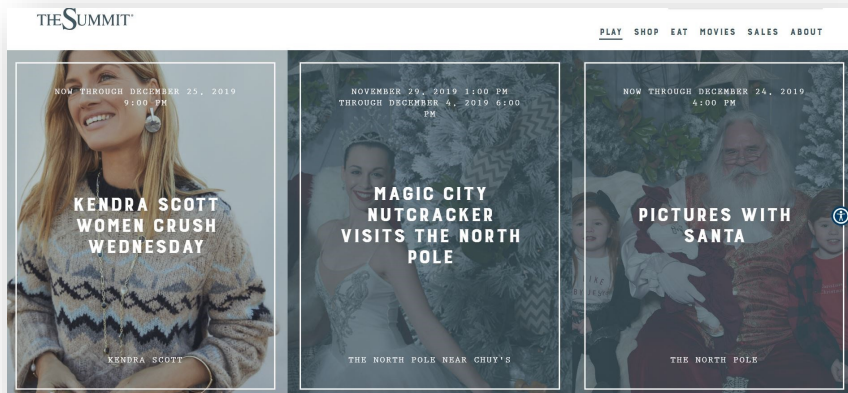
2,512 POSTS

19K FOLLOWERS



STAY UP TO DATE

Stay up to date on all things happening here at The Summit by visiting our [website](#).



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

Submit Promotions

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

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

Post Your Sales, Events and 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**

