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**American Idol Winner Phillip Phillips to Headline Eleventh Annual  
Lighting of America's Tallest Fresh-Cut Christmas Tree**

*- Singer-Guitarist to Perform Free Concert on Nov. 17 at Outlets at Anthem's Annual  
Christmas Tree Lighting Spectacular -*

**PHOENIX (Nov. 5, 2012)** – For the third consecutive year, Outlets at Anthem will light the nation's tallest Christmas tree in a free gala featuring a variety of entertainment for the entire family. This year's lighting spectacular will showcase performances by current American Idol Phillip Phillips and actor-songwriter Roshon Fegan, among others.

The 11th annual event will be held from 5:30-8:30 p.m. Saturday, Nov. 17 at the popular outlet shopping center in north Phoenix. Outlets at Anthem is located 15 minutes north of the Loop 101 off Interstate 17 at the Anthem Way exit 229.

"Our annual tree lighting event has become a tradition for families across the state and is quickly becoming a must-see event for families across the nation," said Outlets at Anthem Marketing Director, Sallyann Martinez. "Having the tallest Christmas tree in America allows us to ring in the holiday season with the entire nation. This year's tree lighting event is bound to be one of the most spectacular yet with the star power of Philip Phillips and Roshon Fegan."

- more -

## **1st Add**

### **Eleventh Annual Tree Lighting Features American Idol Phillip Phillips**

Topping out at 110 feet, the white fir from northern California stands taller than the wingspan of a Boeing 727 and at twice the size of the iconic Jolly Green Giant. It is decorated with three miles of LED lights, more than 6,000 ornaments and bows and a 3-foot-tall copper star hand wrought by Outlets staff.

Phillip Phillips will headline the show performing songs from his debut album, "The World From the Side of the Moon," including his hit single "Home," which marked the highest debut on the Billboard Digital songs chart with 278,000 downloads sold. Showcasing his rich, raspy vocals and masterful guitar skills, the album will debut just two days after his Phoenix performance.

"I knew I'd always have music no matter what happens, but I never imagined that it would get to this level. I'm so excited to just get going and have a great time doing it," said the 22-year-old songwriter.

Outlets at Anthem will be presenting a 4-pack, 6-pack and 8-pack of VIP Meet and Greets with Phillips to the highest bidders. All proceeds will go to the Salvation Army's Angel Tree program. Throughout the holiday season, Outlets at Anthem is partnering with the Salvation Army and 3TV to host a Christmas Angel Toy drive. As part of the program, each angel receives two toys, and the family gets a food box or food voucher. Shoppers can participate in the program by choosing a tag from one of the trees stationed on-site at customer service and at the breezeway, and returning the gift to the Christmas Angel booth during center hours. To bid on one of these packages, visit the Outlets at Anthem website at [www.outletsanthem.com](http://www.outletsanthem.com).

"Phillip is an incredibly talented artist with a loyal following, creating a great opportunity to raise significant monies for our charity this season," said Martinez.

Fegan, an actor, songwriter, producer, freestyle dancer and rapper, is best known for his role as Ty Blue on the Disney Channel's "Shake It Up" and for his role as Sander

## **2nd Add**

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Loyer in the Disney Channel movie franchise “Camp Rock” with the Jonas Brothers and Demi Lovato. Fegan also appeared on Season 14 of “Dancing with the Stars,” placing in the top six. He will be performing hits including “Like 2 Party” and “Be My Girl.”

The evening’s entertainment, which will be emceed by 3TV’s Javier Soto and Hot 97.5 deejays, begins at 6 p.m.

At 7 p.m., Phoenix Councilwoman Thelda Williams will join Santa Claus to light the nation’s tallest Christmas tree as snow falls on the crowd.

The lighting will be followed by a performance from Phoenix-based Angelique White Band. Every 15 minutes from 7:15-8:15 p.m., Santa will announce prize giveaways including a family four pack to Santa’s Workshop at Flagstaff’s North Pole Experience, a Samsung Vitality phone with six months unlimited service by Cricket Wireless, a 1 ½ carat diamond bangle bracelet from Ultra Diamonds valued at \$699 and an Outlets at Anthem fashion prize package with gifts from DKNY, Calvin Klein and Columbia. Winners must be present.

Special discounts will be available all weekend. A sheet with special discount offers will be available at the Outlets’ customer service desk and throughout the center.

Friday, Nov. 16 is Family Fun Night, including performances by the Radio Disney road show and Notre Dame Show Choir, a viewing of the holiday favorite Charlie Brown Christmas, a petting zoo and a special Meet and Greet event from 6-8 p.m. with Leo Howard, star of the Disney XD comedy series “Kickin’ It.”

Sunday, Nov. 18 is Latino Vibe Entertainment Day at Outlets at Anthem. Entertainment from noon-4 p.m. will feature a variety of Latin recording artists from Mexican tribal style music to Spanish rock including Parientito Live, Fernando Aguilar, Duende and Angello Black. KVIB-FM’s morning show host Erik el Manaero will host the

### **3rd Add**

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event and spin records between performances.

From Nov. 23-Dec. 24, kids can get their photos taken with Santa at the charming two-room Santa's Cottage located near the Christmas tree. Photo packages are available, including an online coloring and activity book at [www.outletsanthem.com](http://www.outletsanthem.com).

Santa will also be giving away "The Night Before Christmas" book. The cottage features antique architectural elements and a fireplace that snaps and crackles like a real one.

Hours are 11 a.m.-8 p.m. Monday-Saturday, noon-7 p.m. Sunday and 10 a.m.-6 p.m.

Dec. 24.

For the pet in your life, Outlets at Anthem will hold Santa Paws Pet Picture Days from 5-7 p.m. Dec. 3-4 at Santa's Cottage.

For more information, visit the Outlets at Anthem website at [www.outletsanthem.com](http://www.outletsanthem.com) or call (623) 465-9500.

Craig Realty Group is a shopping center development and management firm founded by Steven L. Craig and is based in Newport Beach, California. A leader in the development and management of high income-producing, upscale factory outlet centers, Craig Realty Group owns, operates and manages nearly 4.3 million square feet of existing retail development in 6 states: **Outlets at Anthem** in Phoenix, Arizona; **Cabazon Outlets** located near Palm Springs, California; **Citadel Outlets** in Los Angeles, California; **Outlets at Conroe** located near Houston, Texas; **Outlets at Castle Rock** located south of Denver, Colorado; **Outlets at Loveland** located north of Denver, Colorado; **Outlets at Silverthorne** located west of Denver, Colorado; **Outlets at Vicksburg** in Vicksburg, Mississippi; and **Woodburn Company Stores** located near Portland, Oregon. In November 2012, Craig Realty Group is grand opening its newest center, **Outlets at Traverse Mountain**, located in Lehi, Utah, just 30 minutes from Salt Lake City. Projects in development include **Plaza San Clemente**, California; **Sussex Commons Lifestyle Outlet**, New Jersey; **Chicagoland Outlets at Country Club Hills**, Illinois; **The Promenade Shops at Orchard Valley**, Manteca, California; **Outlets at Kapolei Commons**, Oahu, Hawaii; **Outlets at Richmond**, Virginia; and **Outlets at Cleveland**, Garfield Heights, Ohio. Craig Realty Group founder Steve Craig previously developed Desert Hills Premium Outlets and Carlsbad Company Stores, two of the most successful manufacturer outlet centers, and was instrumental in developing Camarillo Premium Outlets. For more information, visit [www.craigrealtygroup.com](http://www.craigrealtygroup.com).

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