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FOR IMMEDIATE RELEASE

Socktember: 1,000 Pairs of Socks = Warm Feet this Winter
Benefitting Covenant House & Downtown Soup Kitchen

ANCHORAGE, AK – Winter is around the corner and the temperatures will be dropping. Dimond Center is partnering with 101.3 KGOT of iHeart Media to bring Anchorage Socktember. This initiative offers an opportunity for the community to reach out and help those in need by providing socks that will help keep them warm during the winter. The goal set are 1,000 pairs of donated socks that will be given to two local charities: Covenant House and the Downtown Soup Kitchen.

The sock-drive will be running all month long. People who wish to donate can do so at Guest Services, located on the main floor by Wells Fargo, during mall hours.

On Saturday, September 26 from 1pm to 3pm 101.3 KGOT is going to be broadcasting live from Dimond Center. During this time anyone who donates two pairs of socks will be able to Spin-the-Wheel and win fantastic prizes donated by Dimond Center and its tenants.

About Dimond Center

Dimond Center was founded in 1977 as a modest neighborhood shopping venue. Today it has become the largest indoor Shopping Center in Alaska. From the beginning Dimond Center has made its goal to create a family friendly environment. It combined shopping, dining, business, and entertainment to generate a community hub where families could shop, socialize, have fun, and dine all in one place.

Over the years, and through expansions, they have invested in the local community: creating jobs and boosting commerce. Today, Dimond Center is still a family owned business with the same commitment to family and community as the day it was founded.

For more information:
www.dimondcenter.com