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FOR IMMEDIATE RELEASE

Mallapalooza: Back to School Event
Fun & savings for the whole family

ANCHORAGE, AK – With the goal of offering Alaskan shoppers the best combination of special shopping opportunities with fun for the whole family, Dimond Center presents "Mallapalooza", its annual back to school event. It will take place August 8, 2015 from 1pm-4pm.

To help make the family budget stretch a little more this year participating stores will be offering unique one-day special for Mallapoolza. Shoppers will also be able to buy \$50 Dimond Center gift cards for only \$25 (limited to 100 hundred, one per person and purchasers must be 18 years or older).

Free carnival games hosted by many of the stores will be offered as well as free face painting for the children.

There will also be a Fashion & Talent Show showcasing this year's fashion trends from some of your favorite stores.

Finally there will be a giveaway will a wide selection of prizes: four \$25 Chili's gift cards, two backpacks stuffed with school supplies and one \$25 Dimond Center gift card each, a gift box from The Body Shop, Native designed ball caps from J-N-S, and 100 Perfumania goody bags.

Official sponsors: Best Buy, The Body Shop, Chili's, Dimond Center, LLC, J-N-S, and Perfumania.

For more information:
www.dimondcenter.com