

WOODLAND MALL

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NEWS

For Immediate Release

Contact:

Mary Ann Sabo
Sabo PR, 616.485.1432

Woodland Mall Kicks Off Von Maur Wing Opening with Ribbon Cutting, Weekend-Long Celebration

Kentwood, Michigan, Oct. 11, 2019 – Celebrating the long-awaited grand opening of Von Maur and the new wing, Woodland Mall will hold a weekend-long celebration starting with a ribbon-cutting ceremony on Saturday, Oct. 12.

Shoppers are invited to gather at 9:45 a.m. at the mall entrance to the new upscale department store, the 34th store in Von Maur's portfolio. Those attending the ribbon cutting will be able to hear from President Jim Von Maur, along with Kentwood Mayor Stephen Kepley.

"Culminating just in time for the holiday season, this \$100 million extensive redevelopment has completely transformed the shoppers' experience at Woodland Mall," said Cecily McCabe, marketing director. "We invite the community to rediscover Woodland as we welcome Von Maur and nine exciting new or expanded retailers to West Michigan."

As part of the weekend-long celebration, Von Maur will offer chocolates and roses to the first 500 customers and will hold special events including prizes, giveaways, free family entertainment live music and fashion shows. There will be a number of fashion shows, along with music and family entertainment in the Von Maur wing throughout Saturday and Sunday. The full itinerary of activities can be found [online](#).

Occupying 90,000 square feet in the former Sears space, the new **Von Maur** will be the family-owned retailer's first location in the region, joining a series of other new-to-portfolio and new-to-market retailers and a restaurant at the mall.

Black Rock Bar & Grill, Urban Outfitters, Paddle North, Makarios Décor, Dough Life and Wish List recently opened in the Von Maur wing.

Black Rock Bar & Grill is an award-winning steakhouse and first-to-market restaurant. As part of its immersive dining experience, guests sear their selection of meat or seafood on hot volcanic granite at their tables. This is the Michigan-based chain's first location in West Michigan and its ninth in the state.

Lifestyle retailer **Urban Outfitters'** 8,000-square-foot store offers experiential retail environments and a well-curated mix of women's, men's, accessories and home product assortments. The retailer currently operates more than 200 stores in the United States, Canada and Europe.

Paddle North offers stand-up paddle boards and accessories, as well as an array of apparel.

Known for its attention to design, detail and one-of-a-kind craftsmanship, **Makarios Décor** offers home decor. Previously entirely online, its Woodland Mall location across from Victoria's Secret in the JCPenney wing is Makarios' first brick-and-mortar location and will serve as its headquarters.

With 54 locations across the Midwest and East Coast, **Dough Life** has created a wide selection of edible cookie dough. Located across from Starbucks and next to Sunglass Hut, Woodland visitors will be able to treat themselves to a scoop while shopping.

Located near Center Court, **Wish List** offers home decor, holiday accessories and Chala handbags.

Previously leasing other spaces in the mall, Made in Michigan, Roeda Studio, Bath & Body Works and Williams Sonoma, have relocated to the Von Maur wing.

Located in the Von Maur wing across from Urban Outfitters, **Made in Michigan** features local products for Michiganders and visitors to share their state pride such as branded clothing, Petoskey stone jewelry, fudge and more.

Striving to "brighten your life," **Roeda Studio** is a Michigan-owned studio that offers a workshop space for those who love to craft and create their own gifts. The shop specializes in metal art projects and provides classes to those looking to enhance their crafting skills.

Renowned kitchenware and home furnishings store **Williams Sonoma** now features a coffee bar and expanded teaching kitchen, which will enable it to do more classes and in-house training. It is only the 15th store in the nation to feature this new store plan.

The highly anticipated **The Cheesecake Factory** will open Nov. 5. Known around the globe for its extensive menu, generous portions and legendary desserts, The Cheesecake Factory will occupy 8,500 square feet in Woodland Mall next to Barnes & Noble. The Kentwood location will be the restaurant's second in Michigan.

The Cheesecake Factory features more than 250 menu selections including SkinnyLicious® dishes with 590 calories or less and Saturday and Sunday Brunch – all

handmade, in-house with fresh ingredients – and more than 50 signature cheesecakes and desserts.

Pentwater-based **The Glove Apparel** will be located near Center Court offering premium clothing and accessories adorned with Michigan-based designs.

Complementing these diverse retailers and restaurants will be **Tricho Salons & Spa**, a best-in-class salon offering a personalized experience with talented stylists and top hair styles, designs and products, as well as makeup and waxing services. An innovator in the salon business since 2003, Tricho Salons operates 12 locations in the most sought-after markets across the United States.

About Woodland Mall and PREIT

PREIT (NYSE:PEI) is a publicly traded real estate investment trust that owns and manages Woodland Mall and other quality properties in compelling markets. Woodland Mall offers a mix of first-to-market retail and restaurants and Michigan-based, locally owned destinations. PREIT's 23 million square feet of carefully curated retail and lifestyle offerings mixed with destination dining and entertainment experiences are located primarily in the eastern U.S. with concentrations in the mid-Atlantic's top MSAs. Since 2012, the company has driven a transformation guided by an emphasis on portfolio quality and balance sheet strength driven by disciplined capital expenditures. Additional information is available at www.preit.com or on Twitter or LinkedIn.

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