

# A LEGENDARY HOLIDAY EXPERIENCE IN KANSAS CITY

## *Midwest Holiday Debut of Lighting Display, Five Santa Experiences and Center-wide Midnight Madness*

**KANSAS CITY, KAN. (December 10, 2009)** – When Santa flipped the switch to debut thousands of lights synchronized to holiday music at The Legends in Kansas City, Kan, a record-breaking holiday season was also launched. To draw new regional customers to the largest outlet selection within a 150-mile radius, The Legends introduced several features, including new holiday decor with animated lighting, a new 46-foot Christmas tree, the market's only center-wide Midnight Madness event and a winter wonderland with five magical experiences interacting with Santa, Mrs. Claus and their elves.

The Legends at Village West comes alive with dancing lights synchronized to concert-quality, holiday music, providing guests an experience unlike anything they have seen before. This dazzling spectacle is the region's first display of animated lights synchronized to music at a shopping center. The Legends hired Parker 3D, an international, holiday design company based in Scotch Plains, N.J. to create the initial light show.

With much enthusiasm and caffeine, the Legends' retailers opened at midnight for a record-breaking Black Friday. A DJ was connected to the center-wide speaker system as he announced store sales and giveaways in between each holiday song. After an aggressive advertising campaign and continuous news coverage, most retailers were able to double their sales from the previous year.

In another first for The Legends, children of all ages are able to wander through Santa's workshop at My Santa Experience, a hands-on, one-of-a-kind experience that allows visitors to take part in five, different magical experiences including letters to Santa, toy workshops with Santa's elves, a visit to Santa and Mrs. Claus' lodge, cookie decorating with Mrs. Claus, and play time in "real" snow. The adventure ends with a photo package of the child and Santa. This fun-filled, holiday opportunity cannot be found anywhere else in the country. My Santa Experience operates every day through December 24. A 3,000 square-foot vacancy was converted to My Santa Experience as a temporary tenant for The Legends.

"Our goal was to create holiday events as unique as The Legends itself. With over half of the 101 stores and restaurants new to the Kansas City market, visitors from throughout the region were able to enjoy the shopping and dining while creating a unique and memorable experience," said Amy Kraft, marketing director at The Legends.

Christmas Tree Animated Light Show: <http://www.youtube.com/watch?v=Yq1VG9vhyfk>

Holiday Montage (shoppers and holiday decor): <http://www.youtube.com/watch?v=slpNduHPiIE>

Professional photos are attached (photography credit: Phil Noah). High-res photos available upon request.

### ***About The Legends at Village West***

*The Legends is a 1.2 million square-foot destination development situated in the heart of Village West, the retail and Entertainment District of Kansas City, Kan. The Legends brings family-friendly entertainment to Village West and features a unique mix of one-of-a-kind entertainment venues, retail and restaurant offerings designed to draw out-of-state visitors. The property currently has 101 stores and restaurants open and is located at the intersection of Interstate 435 and State Avenue in Kansas City, Kan. The Legends Shopping Center hours are 10:00 a.m. to 9:00 p.m. Monday through Saturday and 11:00 a.m. to 6:00 p.m. on Sunday with some stores and restaurants open extended hours. Extended holiday hours begin December 13. To learn more about The Legends, visit <http://www.LegendsShopping.com>.*

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