



***** MEDIA ALERT *****
PHOTO AND INTERVIEW OPPORTUNITIES
Black Friday kicks off holiday season at NorthPark Center

Dallas, TX – November 22, 2017 – The holiday season at NorthPark Center begins on Black Friday, November 24. Join Santa, Rudolph and friends for a special festival honoring the most famous reindeer of all. Gather in NorthCourt, located on Level One between Nordstrom and Macy's, at 10:30AM for Santa's arrival at the annual **Salvation Army Angel Tree Celebration**, and then head outside to **Reindeer Park** for Santa's first storytime.

- 8AM** NorthPark Center opens
- 10AM** The Salvation Army Angel Tree Celebration begins in NorthCourt with the Dallas Cowboys Rhythm & Blue Drumline and Dance Squad and Salvation Army Brass Band
- 10:30AM** Santa Claus arrives and chooses an Angel from the Angel Tree
- 11AM** Reindeer Park begins, featuring...
- Live Reindeer Corral
 - Santa's First Storytime
 - Photo Opportunities with Holiday Characters
 - Reindeer Games and Crafts
 - DJ Spinning Holiday Tunes
 - Angel Tree Giving Opportunities
 - Holiday Treats and Surprises

Images: <https://www.dropbox.com/sh/bbi5jroid8dc12u/AAC2mAdY8tU8bLf8Ih8bGBW6a?dl=0>

About NorthPark Center

NorthPark Center is the finest shopping experience and the preeminent shopping center in the Southwest with more than 230 stores and restaurants, including more than 70 market exclusives. Anchored by Neiman Marcus, Nordstrom, Macy's and Dillard's, NorthPark offers an unparalleled collection of luxury boutiques set amid internationally acclaimed 20th and 21st century art, award-winning architecture and extraordinary landscaping, as well as a 1.4-acre garden, CenterPark, and a state-of-the-art movie theatre, AMC NorthPark 15. NorthPark surpassed \$1.2 billion in sales in 2016 and consistently ranks as one of the top five performing shopping centers in the United States. NorthPark is North Texas' number one tourist destination and is conveniently located seven miles from downtown Dallas and 35 miles from Fort Worth. northparkcenter.com, 214-363-7441, 8687 N. Central Expressway, Dallas, TX 75225.

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