



Simon® And Disney Junior Collaborate On 'Disney Junior Play Dates' To Take Place At Simon Malls Across The Country

October 19, 2017

Disney Junior Play Areas to Debut in 2018

INDIANAPOLIS, Oct. 19, 2017 /PRNewswire/ -- Simon, a global leader in premier shopping, dining and entertainment destinations, has announced exciting new family programming in collaboration with Disney Junior. Launching later this month, 'Disney Junior Play Dates' will take place in 80 shopping centers across the country. These unique play dates will feature activities from many of Disney Junior's most popular TV series including "Vampirina," "Puppy Dog Pals," and "Mickey and the Roadster Racers." The program will kick off October 21-October 31 with special Halloween-themed events centering around Disney Junior's newest animated series "Vampirina," about a young vampire girl and her family who have recently moved from their home in Transylvania to Pennsylvania.



The Disney Junior Play Dates' events will be featured throughout the year and include on-mall activities around Holiday, Easter, and other seasonal celebrations.

Many of Simon's best-known properties around the country are participating in this program including The Westchester (New York), Northshore Mall (Boston), Opry Mills (Nashville), Grapevine Mills (Dallas), Woodfield Mall (Chicago), The Florida Mall (Orlando), Del Amo Fashion Center (Los Angeles), Stanford Shopping Center (San Jose), and King of Prussia (Philadelphia).

In addition, Disney Junior Play Areas will debut at select Simon malls beginning in 2018 with the first installation planned early in the year at Simon's La Plaza Mall in McAllen, TX. These tactile play environments will allow kids to experience their favorite Disney Junior shows in a fun, open-concept floor plan with themed activities.

"Simon has long championed a commitment to delivering family-friendly programming at our properties," said Simon Chief Marketing Officer Mikael Thygesen, "and teaming up with Disney Junior is the latest fulfillment of that pledge. We couldn't be more excited to join forces with the world's leading entertainment company on these exciting family events and themed play areas."

About Simon

Simon is a global leader in the ownership of premier shopping, dining, entertainment and mixed-use destinations and an S&P 100 company (Simon Property Group, NYSE:SPG). Our properties across North America, Europe and Asia provide community gathering places for millions of people every day and generate billions in annual sales. For more information, visit simon.com.

About Disney Junior

Disney Junior reflects the emotional connection generations of consumers have to Disney storytelling and Disney characters, both classic and contemporary. It invites mom and dad to join their child in the Disney experience of magical, musical and heartfelt stories and characters while incorporating specific learning and development themes designed for kids age 2-7. Disney Junior's series blend Disney's unparalleled storytelling and characters kids love deeply with learning, including early math, language skills, healthy eating and lifestyles, and social skills. In the U.S., Disney Junior is a daily programming block on Disney Channel and a 24-hour channel reaching over 71 million U.S. homes. In total, there are 37 Disney Junior channels in 27 languages around the world.

View original content with multimedia: <http://www.prnewswire.com/news-releases/simon-and-disney-junior-collaborate-on-disney-junior-play-dates-to-take-place-at-simon-malls-across-the-country-300539320.html>

SOURCE Simon

Les Morris, Simon, 317.263.7711, lmorris@simon.com