



Simon Continues More Than Pink™ Drive With Susan G. Komen® To Reduce Breast Cancer Deaths In The U.S. By 50 Percent By 2026

May 2, 2017

Simon Malls, The Mills and Premium Outlets offering discount cards, hosting project:OM yoga events and more during Spring drive

INDIANAPOLIS, May 2, 2017 /PRNewswire/ -- Simon, a global leader in retail real estate, today announced its Spring 2017 More Than Pink movement in support of Susan G. Komen and the fight against breast cancer. As part of its pledge to donate \$1 million each year in 2017 and 2018, more than 180 participating Simon Malls, The Mills and Premium Outlets nationwide will be participating in a range of activities through the end of May.



"It has been wonderful to see the positive response that the More Than Pink movement has generated over the past year," said Kristen Esposito, Simon's Vice President of Marketing Alliances. "Our shoppers, retailers and employees have embraced the opportunities we've offered to support Susan G. Komen in its tireless efforts to reduce breast cancer deaths, and we look forward to continuing that momentum this year."

A highlight of Simon's support of the More Than Pink movement will be participation in project:OM, the world's largest yoga event created by renowned yoga brand Manduka in partnership with Susan G. Komen. Taking place Mother's Day Weekend - May 12-14, 2017 - the one million person yoga event aims to unite individuals, families and the collective yoga community to raise funds to support Susan G. Komen and its Bold Goal of reducing breast cancer deaths by 50 percent in the next decade. More than 60 Simon Malls, The Mills and Premium Outlets will host project:OM events, many of which will be taught by Manduka-approved instructors. A suggested \$10 donation from each participant will benefit Susan G. Komen. To register for an event near you, visit <https://www.manduka.com/projectom/classfinder>

"We are incredibly excited to be working with one of our premier partners, Simon, on project:OM," said Susan G. Komen's Senior Vice President of Development Christina Alford. "Working in conjunction with our vast network of affiliates across the country, Simon is integral in helping us spread the word about the positive effects of yoga for those facing breast cancer, while moving us closer to achieving our Bold Goal."

Other Spring activities include:

Discount Card Program: In exchange for a \$5 or \$10 donation to Susan G. Komen, shoppers will receive a Discount Card, available at Guest Services or the Mall Office at participating centers, providing 15 percent or 25 percent off one item at each participating retailer. All Discount Card donations go to Susan G. Komen.

Local Programming: 'Race For The Cure' events and other activations will take place with local Simon teams working with Susan G. Komen affiliates. Simon encourages shoppers to locate and register for an event near them by visiting www.raceforthechcure.org/Simon

More Than Pink Hero Wall: An opportunity for survivors and their families to visually celebrate and honor the hero who inspires and uplifts them through their fight with breast cancer. For a \$1 donation, shoppers will receive a pink sticker on which they can write the name of the 'More Than Pink' Hero and place it on the wall. All proceeds go to Susan G. Komen.

Cape Hero Booth: At participating centers, shoppers can take their photo in front of the Cape Hero Booth at Guest Services. All will be encouraged to share via social media using the hashtag #MoreThanPink. No donation required.

About Simon

Simon is a global leader in retail real estate ownership, management and development and an S&P100 company (Simon Property Group, NYSE: SPG). Our industry-leading retail properties and investments across North America, Europe and Asia provide shopping experiences for millions of consumers every day and generate billions in annual retail sales. For more information, visit simon.com.

About Susan G. Komen

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit outside of the federal government while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Since its founding in 1982, Komen has funded more than \$920 million in research and provided more than \$2 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's

life. That promise has become Komen's promise to all people facing breast cancer. Visit komen.org or call 1-877 GO KOMEN. Connect with us on social at ww5.komen.org/social.

About project:OM

Project:OM is a purpose-driven mindful movement whose mission is to drive positive change on epic levels. Founded by Manduka, the most respected brand in yoga, in partnership with Susan G. Komen, the largest funder of breast cancer research outside of the U.S. government, project:OM pairs like-minded people and important causes to make progressive change happen in our world.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/simon-continues-more-than-pink-drive-with-susan-g-komen-to-reduce-breast-cancer-deaths-in-the-us-by-50-percent-by-2026-300450025.html>

SOURCE Simon

Maria Weber,Simon, 317.263.7191, Maria.weber@simon.com