



Simon Goes More Than Pink™ With Susan G. Komen® To Reduce Breast Cancer Deaths By 50 Percent In The Next Ten Years

September 29, 2016

180 Simon Malls, The Mills and Premium Outlets to Participate in 2016 National Breast Cancer Awareness Month

INDIANAPOLIS, Sept. 29, 2016 /PRNewswire/ -- Simon, a global leader in retail real estate, today announced the second year of a national engagement with Susan G. Komen®, pledging to donate \$1 million each year for the next two years to support the fight against breast cancer*. More than 180 participating Simon Malls, The Mills® and Simon Premium Outlets® nationwide will encourage employees, retailers and shoppers to make a bigger, bolder impact in the fight against breast cancer by participating in Simon-sponsored activities throughout the month of October.



"Based on the success we experienced with the 2015 campaign, Simon is pleased to be increasing our pledge of support to Susan G. Komen in 2016," said Krystal Zell, Senior Vice President of Field Marketing for Simon. "Through the More Than Pink movement, we are throwing our support behind Komen's Bold Goal of reducing current breast cancer deaths in the U.S. by 50 percent in the next ten years."

"We are delighted to see our partnership with the dedicated people at Simon grow stronger," said Dr. Judy Salerno, Komen President and CEO. "Simon's commitment to our More Than Pink movement helps move us closer to our mission and achieving our Bold Goal. The support of Simon and their customers will help us fund research, provide support to women, men and families suffering from breast cancer and play a key role in bringing our mission to people in communities across the country."

Visitors to participating Simon Malls, The Mills or Premium Outlets will notice the pink theme carried out at Simon Guest Services booths and staff will be honoring National Breast Cancer Awareness Month by donning pink accessories. Other planned activities include:

Discount Card Program: \$5 and \$10 Discount Cards will be sold at participating centers providing 15% or 25% off one item at participating retailers. All proceeds from the sale of Discount Cards go to Susan G. Komen.

More Than Pink Hero Wall: An opportunity for survivors and their families to visually articulate their strength during their fight with breast cancer. Shoppers may purchase a sticker for a \$1 donation and post the sticker on the More Than Pink Hero Wall. All proceeds go to Susan G. Komen.

Hero Photo Opportunity: At participating centers, an 'I Am More Than Pink' backdrop will be used as a photo selfie station during the month of October. All will be encouraged to use the hashtag #morethanpink

Local Programming: Susan G. Komen race-related events, mobile mammograms and other activations will take place with local Simon teams working with Susan G. Komen affiliates.

In October 2015, Simon nearly doubled its goal of raising \$250,000, donating more than \$470,000 to Susan G. Komen, all generated through the support and participation of shoppers, retailers and employees.

**From October 1, 2016 to September 30, 2018, Simon is proud to support Susan G. Komen® and, with the help of generous individuals like you, will guarantee a contribution of at least \$1,000,000 for each year of the program in connection with its various fundraising initiatives, including its discount card program, promotion of Komen's Race for the Cure®, and promotion of Komen's Do-It-Yourself fundraising platform.*

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. 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. Visit komen.org or call 1-877 GO KOMEN. Connect with us on social at ww5.komen.org/social.



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SOURCE Simon

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