

For immediate release
September 17, 2009

Contact:
Bonnie Johnson 515-232-3679
Email: bonnie.ngr@gkdevelopment.com

Maurices' "Rescues and Runways" takes center stage at North Grand Mall

Ames, IA – There's something to bark about at North Grand Mall.

Maurices at North Grand Mall has launched a multi-faceted Rescues and Runways program to benefit the Story County Animal Shelter. The retailer's new initiative is the launch of an annual national campaign in partnership with the American Society for the Prevention of Cruelty to Animals (ASPCA). The goal of the program is to raise awareness of shelter pet adoptions and to collect food and supplies to benefit local animal shelters.

Through October 3, Maurices at North Grand Mall will accept donations of pet supplies for the Story County Animal Shelter. The shelter is in need of dog and cat beds, toys, leashes, collars and shampoo. "Anyone who drops off a donation will receive a coupon for 20 percent off one regular-priced item," said Alicia Roufs, manager for the North Grand Mall Maurices store.

Pet lovers and shoppers can catch the latest in fall fashions from Maurices at the North Grand Mall fashion show. Maurices' fashions will share the runway with pets available for adoption at 11 a.m., Saturday, October 3, during the North Grand Mall Fall Fashion Show. A representative from the shelter will be available to answer questions about adopting a pet. Shoppers may also bid on items displayed inside the Maurices store during the merchant's silent auction until 3 p.m., October 3. All money raised will be donated to the Story County Animal Shelter.

Shoppers can show their support of the program through the purchase of a Friends for Life charm that celebrates the bond people have with their pets. The two part charm is available at Maurices for \$5.00, with a minimum of \$2.50 of each sale being donated to the ASPCA. Pets and owners may both claim ownership of the charm with one half clipped to the owner's jewelry or key ring and the other half clipped to the pet's collar.

The Story County Animal Shelter is located at 906 W. 18th Street in Nevada, Iowa. The facility serves all of Story County and offers accommodations for lost,

abandoned and adoptable animals. For more information, contact the Shelter at (515) 382-3338.

Maurices is a women's specialty retailer with more than 700 locations in 44 states. All 700-plus Maurices stores will be participating in the program which is expected to help more than 700 animal shelters throughout the United States. More information can be found at www.maurices.com.

For more information, contact North Grand Mall at 515-232-3679 or visit www.northgrandmall.com.

North Grand Mall, located at 2801 Grand Avenue, is home to JCPenney, North Grand 5 Theatre, Younkers and nearly 50 fine shops and services. North Grand Mall is open from 10 a.m. to 9 p.m. Monday through Saturday and noon to 5 p.m. Sunday.

North Grand Mall supports the community with multiple programs throughout the year. Past activities include: Toys for Tots, Holiday Giving Tree and semi-annual Community Fairs.

North Grand Mall is owned and managed by GK Development, Inc.
About GK Development, Inc.

GK Development, Inc acquires, re-develops, manages and leases well-located properties in growing markets. The Barrington, Illinois-based company owns 5 million square feet of space located in nine states. The company was founded in 1995. For more information visit www.gkdevelopment.com

###