

For immediate release

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### **Find the bunny, enter-to-win the money at North Grand Mall**

AMES, IA ---- Where does a six foot tall white bunny hide at North Grand Mall?

Anywhere he wants to and sometimes in different stores.

Shoppers are invited to join the search for Roamin' Rabbit, a friend of the Easter Bunny, as the lost hare hops to a different store each day. A shopper who spots the roaming cottontail can register to win a \$200 Bunny Money NGM gift card.

The bunny search and registration starts Friday, March 27 and runs through Sunday, April 12.

When found, customers may enter for a chance to win the bunny money. Shoppers can increase their chances by returning each day during the promotion period to find Roamin' Rabbit.

Shoppers are invited to look for the inflatable Roamin' Rabbit at participating stores including: CJ Banks, Christopher & Banks, Claire's, Coach House Gifts, GAP, Hot Topic, Jimmy Johns, Lane Bryant, Lunar Mini Golf, Master Cuts, North Grand 5 Theatre, Riddle's Jewelry, Spring Valley Wireless, Sports Page, Tradehome Shoes, Vanity and Vista Vision.

One entry per person, per day; no purchase necessary; rules apply. One winner will be randomly drawn on Monday, April 13.

To help shoppers in their search, check out a photo of Roamin' Rabbit at [www.northgrandmall.com](http://www.northgrandmall.com) and click on the Events section.

For those who want to visit with the *other* bunny, the Easter Bunny is at home in the spring garden on the weekends between March 28 and April 4 and everyday the week before Easter Sunday.

To be sure that the Easter Bunny is not out coloring eggs, call North Grand Mall's Customer Service Center at (515) 232-3679 or visit the mall's website for bunny hours.

North Grand Mall, located at 2801 Grand Avenue, is home to JCPenney, North Grand 5 Theatre, Younkers and nearly 60 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, Community Entertainment Stage and semi-annual Community Fairs.

More information about stores, services and events is available at [www.northgrandmall.com](http://www.northgrandmall.com) or (515) 232-3679.

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](http://www.gkdevelopment.com)

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