

For immediate release
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Contact:
Bonnie Johnson (515) 232-3679
North Grand Mall
bonnie@northgrandmall.com

Secret Elf picks up tab for North Grand Mall purchases

AMES, IA – Shhhhh, it is a secret, the Secret Elf.

Santa is busy, busy, busy during the Christmas season, so one of his elves is assigned to visit North Grand Mall and spread holiday magic. This goodwill ambassador will pay a portion of randomly selected shoppers' purchases on any Monday, Tuesday or Wednesday in December prior to Christmas day. Radio station 105.1 Channel Q will share the secret on the air of the elf's arrival at North Grand Mall.

The Secret Elf from Channel Q (www.1051channelq.com), also known as on-air personality Tony Tarbox, will search North Grand Mall for eligible shoppers once each week. Random, unsuspecting shoppers will receive up to \$100 off their purchase. The Secret Elf will ask customers in check-out lines at interior mall stores, if they would like help paying for their purchase. The lucky shopper simply needs to say "yes."

Customers are encouraged to listen to 105.1 Channel Q beginning Friday, November 27, to hear clues as to when the Secret Elf will be visiting North Grand Mall.

North Grand Mall holiday hours begin Friday, Nov. 27 when the shopping center is open from 7 a.m. to 9 p.m.

For more information on extended mall hours and Santa's hours, visit the mall website, www.northgrandmall.com or call the mall office at (515) 232-3679.

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ADD 1 – Secret elf picks up the tab

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 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

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