

November 3, 2009

ALA MOANA CENTER KICKS OFF HOLIDAY SEASON ON NOV. 14 WITH MELE TREES OF LIGHT AND LIMITED EDITION SANTA ORNAMENT

Ala Moana Center understands the holiday shopping season and aims to make the experience simple and enjoyable. A spectacular new holiday light show, a Santa ornament gift with purchase, The Candy Cane Train, and photos with Santa help make holiday shopping at Ala Moana Center festive and fun. Ample parking, one-size-fits-all Ala Moana Center Gift Cards, and extended hours help take the hassles out of holiday shopping. By featuring the largest and most diverse selection of retailers in Hawaii all in one place, Ala Moana Center is the most convenient one-stop shopping locale to find presents for everyone who's been nice this year. Ala Moana Center's holiday happenings and services include:

Mele Trees of Light

First to the islands, shoppers won't want to miss this beautiful display of lighted trees. The 10 minute show will fill the mall with the spirit of the holiday season as five trees, including the 24' center tree, light up in sync with holiday tunes. Mele Trees of Light will run every hour from 6 p.m. to closing, Nov. 14-Dec. 24 at Center Court.

Limited Edition Big Santa Ornament

To commemorate Ala Moana Center's 50th Anniversary year as Hawaii's Center, shoppers can receive a free Limited Edition Big Santa Ornament with \$500 in holiday receipts, while supplies last. The keepsake ornament is a miniature replica of the big Santa Claus that appears each holiday season on the parking deck along Ala Moana Boulevard. The iconic Ala Moana Center Santa Claus has appeared at the mall for over 45 years, and for many local residents, marks the beginning of the official holiday season. Shoppers simply collect Ala Moana Center receipts dated Nov. 14-Dec. 24, 2009 and redeem them at Customer Service Center within the same time period for the ornament. While supplies last. Must be 13 years of age or older to participate. Limit one gift per person, no exceptions.

AlaMoana Center Gift Cards

Want a one-size-fits-all present sure to please everyone? Look no further than to Ala Moana Center's Gift Cards, which now come with a new look. The cards, backed by American Express, are available in any amount from \$20 to \$500, and are accepted at nearly all stores and restaurants at Ala Moana Center. The cards can be purchased at the Customer Service Center.

The Candy Cane Train

Keep the kids happy with Ala Moana Center's popular holiday train ride attraction, The Candy Cane Train. Throughout the day, children ages 12 and under can ride the 30-foot long Candy Cane Train, inspired by "The Christmas Gift of Aloha" storybook, on a sing-along journey throughout the mall. The Candy Cane Train rides will be offered Nov. 14, 15, 21, and Nov. 22, and daily Nov. 27-Dec. 27 for \$7 per ride.

Photos with Santa

Surprise the children with a Santa sighting! Old Saint Nick has been checking his list all year long, and has arrived at Ala Moana Center to tell children just how nice they've been. Capture the family's Christmas cheer in a photo with Santa from Nov. 14-Dec. 24. Photos start at \$17 and begin at 10 a.m. at Street Level 1 across from Centerstage.

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Holiday Valet Parking

With nearly 10,000 available parking spaces at Ala Moana Center, shoppers are sure to find their spot. For even more convenience, professional valet service is offered at two mall locations:

- Parking structure near Long's. Enter off Pi'ikoi St. or Keeamouku St. ramp.
- Mall Level between Macy's and LeSportsac. Enter off Ala Moana Blvd. or Atkinson Dr. ramp.

Holiday valet parking is available from now through Dec. 31 for \$6 per vehicle during mall hours.

Extended Holiday Hours

Shoppers are encouraged to take their time searching for the perfect gifts during Ala Moana Center's extended holiday hours:

Date Hours of Operation

Nov. 26: CLOSED for Thanksgiving Day

Nov. 27: 9:30 a.m.-9 p.m.

Nov. 29: 10 a.m.-7 p.m.

Nov. 30-Dec. 5: 9:30 a.m.-9 p.m.

Dec. 6: 10 a.m.-7 p.m.

Dec. 7-11: 9:30 a.m.-9 p.m.

Dec. 12-23 (extended hours begin): 9:30 a.m.-10 p.m.

Dec. 24: 8 a.m.-6 p.m.

Dec. 25 (Christmas Day): Closed. Select stores and restaurants remain open.

Dec. 26: 8 a.m.-9 p.m.

Dec. 27: 10 a.m.-7 p.m.

Dec. 28-30: 9:30 a.m.- 9 p.m.

Dec. 31 (New Year's Eve): 9:30 a.m.-6 p.m.

Jan. 1, 2010 (New Year's Day): 9:30 a.m.-9 p.m.

For more information about Ala Moana Center and its holiday offerings, visit www.AlaMoanaCenter.com.

Stay connected to new store openings, in-store promotions, exclusive offers, fashion, Center events, gift giving ideas, and more by joining Ala Moana Center's eVIP club, following Ala Moana Center on Twitter at <http://www.twitter.com/AlaMoanaCenter> or becoming a fan of Ala Moana Center on Facebook.

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