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FOR IMMEDIATE RELEASE

MACARTHUR CENTER BRIMMING WITH HOLIDAY HAPPENINGS & WINTER-LONG FUN
Popular MacArthur On Ice & Winter Carnival return, plus Santa, shopping promotions and more to mark the season in style

NORFOLK, Va., Oct. 24, 2013 – Hampton Roads' premier shopping destination, **MacArthur Center**, is the place to be for the best in holiday entertainment and fun this winter. From its popular annual outdoor skating tradition, **MacArthur On Ice**, and festive **Winter Carnival**, to the spectacular **Ice Palace**, events with **Santa**, special **shopping promotions**, **hotel packages** and more, MacArthur Center kicks off the holiday season in style and keeps the fun going all winter long.

"It's classic winter fun that doesn't stop all season," says **Karen Husselbee, MacArthur Center Marketing & Sponsorship Director**. "We're excited to once again offer our very popular MacArthur On Ice and Winter Carnival outside, and inside the center you'll find more special offers, events and holiday happenings than ever before."

Highlights of the holiday season at MacArthur Center follow. For a complete and updated schedule of events, visit www.shopmacarthur.com or www.macarthuronice.com

MACARTHUR ON ICE

Nov. 23-Jan. 20

MacArthur Center kicks off the ninth season of ice skating at the coolest place in town. Whether it's a family tradition or a first date, the center's 7, 200-square-foot outdoor ice rink is the place for good times this winter. Throughout the season, enjoy public skating sessions, ice hockey clinics, figure skating exhibitions and more. Those new to the ice or feeling a bit rusty can sign up for private lessons or get a helping hand from skate guards on-site. Refreshments are available. Admission is \$6 or \$5 with military ID. Skate rentals are \$6. Season passes and birthday party packages also are available. Details and hours can be found at www.macarthuronice.com. Highlights:

Meet & Greet with WAVY-TV10 and FOX43 at MacArthur On Ice: Nov. 23, 1-3 p.m.

Meet your favorite news personalities from WAVY-TV10 and FOX43 – Tom Schaad, Nicole Livas, Stephanie Harris, Anita Blanton, Chris Reckling, Ariane Aramburo and the Face of Fox43 Andria Lea. Stop by MacArthur On Ice to say hi and get an autograph or photo.

Skate for Your School: Nov. 23-Jan. 20

Skate for Your School offers a fun and unique fundraising opportunity. Pick a date to skate, spread the word throughout the community about the event and ask people to come out and skate to support your school or organization. After the skate date, receive 10 percent of the total admissions. Email icerinkevents757@yahoo.com for more information.

Learn-to-Skate Lessons: Nov. 30, Dec. 7 & 14, Jan. 4 & 11; 9-9:45 a.m.

Need a little help learning to skate? Come take a complimentary lesson when you purchase a ticket to the 10 a.m. session. On-site skate guards will teach you the basics if you are just starting out, or help you sharpen your skills if you're more advanced.

Figure Skating Exhibitions: Dec. 6 & 20, Jan. 3; 6:30-7 p.m.

Watch the members of the Tidewater Figure Skating Club twirl, whirl, jump and spin on the ice as they perform routines that are sure to wow you!

Cheapskate Mondays: Nov. 25, Dec. 2, 9 & 16, Jan 6 & 13; 3-5 p.m.

Save a little money and enjoy a cheap skate at \$1 off general admission prices. Skate rentals \$6.

Student Skate Nights: Nov. 26, Dec. 3, 10 & 17, Jan. 7 & 14; 5-10 p.m.

Looking for something fun to do on a student budget? Simply show your valid high school or college ID and save \$2 off the general admission price. Skate rentals \$6.

Skate with the Norfolk Admirals and Mascot "Salty"

Dec. 1, 2-3p.m. - Skate with players from the Norfolk Admirals
Dec. 11, 6-7 p.m. - Skate with "Salty" from the Norfolk Admirals
Jan. 2, 6-7 p.m. - Skate with players from the Norfolk Admirals
Jan. 5, 2-3 p.m. - Skate with "Salty" from the Norfolk Admirals
Jan. 14, 6-7 p.m. - Skate with players from the Norfolk Admirals

WINTER CARNIVAL

Nov. 23-Jan. 20

Enjoy the newest addition to the holiday fun at MacArthur Center: an outdoor Winter Carnival featuring nine family-friendly rides, including a 55-foot-tall, LED-lit Ferris wheel and a 20-foot-tall fun slide for big and little kids, along with the Tilt-a-Whirl, Speedway, Spinning Monkeys, helicopters, Red Baron airplanes, Rio Grande Train and more. The cost is \$1.25 for a single ticket, \$25 for 25 tickets or \$40 for 50 tickets. Located outside next to MacArthur On Ice, the Winter Carnival will be open Wednesday-Sunday until the kids are out of school, at which time it will be open the same days and hours as MacArthur On Ice.

THE ICE PALACE

Nov. 7-Dec. 24

Visitors are transported to a winter wonderland when they step inside the spectacular holiday Ice Palace. Featuring a 30-foot ice dome with falling snow, a light show and interactive fun for all ages, this year the free exhibit also delights with a 360-degree arctic immersion via breathtaking video footage from BBC Earth and its award-winning program, *Frozen Planet*. Visitors can also marvel at the larger-than-life snow globes, leave an icy handprint and sit on the chilly Ice Throne. The adventure culminates with a visit to Santa and a special gift. Parents and children awaiting their time with Santa will be entertained by Microsoft Windows holiday brand ambassadors, who will share the latest Windows devices, technology and apps for an engaging, hands-on experience and a personalized view of how Windows products can enhance their lives, holiday and every day.

PHOTOS WITH SANTA

Nov. 7-Dec. 24

Bring the family to enjoy one of the most beloved traditions of the season – a visit with Santa inside the magical Ice Palace. We'll capture the moment with high-quality digital photos that will last for generations to come. Photo keepsakes, frames and accessories are available to make your picture with Santa even more perfect. Receive a promotional certificate from Snapfish when you purchase any photo package. Package prices range from \$21-46.

SIGN-LANGUAGE SANTA EVENTS

Nov. 19, 11:30 a.m.-9:00 p.m.

Deaf and hard-of-hearing children are invited to visit with our Sign Language Santa during this very special day.

PET PHOTOS WITH SANTA

Dec. 1 & 8, 7:30-9:30 p.m.

MacArthur Center welcomes you and your four-legged friends for photos with Santa during two purr-fect evenings reserved just for them. Your cat or dog is welcome to sit pretty for Santa and you can fetch keepsake photos of all the fur-raising fun. Package prices range from \$21-46.

BREAKFAST WITH SANTA

Dec. 7 & 14, 8-9:30 a.m.

Santa always starts his day with a good breakfast and the kids are invited to join him at California Pizza Kitchen. Guests can meet and talk with Santa and enjoy their favorite breakfast and a jolly good time. Seating is limited and available on a first-come, first-served basis. Prices are \$7 for kids and \$8 for adults and include your choice of breakfast pizza or pancakes plus fruit, juice and coffee. Call 757-314-4402 or register online at www.shopmacarthur.com/santabreakfast.

MACARTHUR HOLIDAY SHOPPING PROMOTIONS: GIFTS WITH PURCHASE, CONTESTS & SPECIAL OFFERS

Free \$20 California Pizza Kitchen Gift Certificate with Gift Card Purchase, Nov. 1-30

Purchase three or more MacArthur Center American Express® Gift Cards and receive a \$20 gift certificate to California Pizza Kitchen.

Free Valet Parking with Gift Card Purchase, Nov. 1-Dec. 24

Purchase three or more MacArthur Center American Express® Gift Cards and receive a coupon for free valet parking on your next visit.

Black Friday Free Parking, Nov. 28 until 10 a.m.

Arrive before 10 a.m. and park for free on the North and South decks.

Free \$20 Dillard's Salon & Spa Gift Card with Gift Card Purchase, Dec. 1-31

Purchase five or more MacArthur Center American Express® Gift Cards and receive a \$20 gift card to Dillard's Salon & Spa (must be used with purchase of \$50 or more, cannot be used with spa packages).

Hotel Shopping Packages for Tourists & Staycationers, Nov. 10-Jan. 20

MacArthur Center has partnered with seven area hotels to offer holiday shopping packages featuring special hotel pricing, restaurant offers, gifts and a Passport to Style, consisting of special offers and discounts at more than 40 MacArthur Center retailers. Packages also include tickets to MacArthur On Ice and the Winter Carnival. For details, visit www.shopmacarthur.com or www.visitnorfolktoday.com.

MacArthur Center, located on Monticello Avenue in downtown Norfolk, features one million square feet of retail offerings, including Hampton Roads' first Nordstrom and the region's flagship Dillard's department store. Entertainment and dining options occupy approximately 25 percent of the tenant mix. Shopping hours are 10 a.m. to 9 p.m. Monday through Saturday, noon to 6 p.m. Sunday. For holiday hours and information, visit www.shopmacarthur.com.

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