

Pheasant Lane Mall, come join our re-grand opening extravaganza!

By DONNA W. MARTIN Progress Writer
Photos by JODIE ANDRUSKEVICH

Pheasant Lane Mall, owned by Simon Property Group, Inc. is a two level, 870,000 square foot property containing more than 130 stores and serving 7 million customers annually. Originally built in 1986, the mall was in need of an upgrade so in 2011 extensive renovations began with the addition of three new stores, a 90,000 square foot two-level Dick's Sporting Goods store, and two restaurants, Burtons Grill and Red Robin Gourmet Burgers.

But the changes didn't stop there! By St. Patrick's Day, a complete makeover began on the shopping center's common

area. All flooring was removed; the lower level received new ceramic tile while the upper level was carpeted. Wrought iron throughout the shopping center such as handrails, lamps, lights, and benches were removed to make way for glass handrails, modern energy efficient lighting, and numerous soft seating areas.

In addition, two escalators were replaced, Food Court restrooms were renovated, and two family restrooms and two mother's rooms were added to the upper level. There are a few projects still underway which include the renovation of three entrances, the

elevator, and exterior landscaping all of which are slated for completion in April.

"We are very new now and if you haven't been to the mall in awhile then you haven't seen the mall," said Vincent Cosco, Mall Manager.

Pheasant Lane Mall invites you to attend their Re-Grand Opening event on Friday, April 13 through Sunday, April 15, commencing with a public ribbon cutting ceremony at 10am on April 13 at the mall entrance near Joe's American Bar and Grill entrance.

Immediately following, enter the mall for more events, prizes and fun for the whole family. Be one of the first 100 customers



to visit Guest Services and receive a Re-Grand Opening Gift and then hourly for a raffle to win even more prizes!

If you're a Foursquare member, be sure to check-in to receive a special prize.

But the fun doesn't stop there! Visit the kids play area between 10am and 3pm for face painting and craft activities and if you're a Kidgits Club member, be sure to check in to receive a special prize.

New to Kidgits? No problem... \$5 buys a yearly membership to the Simon Kidgits



Club and allows kids to attend 15 to 20 mall events per year. They will receive prizes, tee shirts, and a sign-up bag as well as discounts.

As the evening winds down, come hungry and enjoy Get Down Tonight

who will be providing music and raffling off prizes in the Food Court while attending the Taste of Pheasant Lane Mall, a tasting event of mall restaurants and food court tenants.

More activities are planned for Saturday, April 14. Starting at 10am and throughout the day, visit Guest Services and enter for a chance to win a Grand Prize provided by the Radisson Hotel Nashua; the winner will be drawn Sunday night. In addition, there will be a Simon Youth Foundation Silent Auction from 11am - 4pm and for the kids, the Lowell General Teddy Bear Clinic from noon to 3pm.

"There's always something going on at Pheasant Lane Mall," says Jenna Lynds, the new Director of Marketing.

Be sure to visit their website regularly at www.pheasantlanemall.com or check them out on Facebook at [pheasantlanemall](https://www.facebook.com/pheasantlanemall) or Twitter at [pheasantnmall](https://twitter.com/pheasantnmall) for the latest news and deals. No time to surf the web? No need to, simply download the Simon I-Phone app to your cell phone and check for specials at your convenience or stop by Guest Services and sign-up for the text or email program.

Upcoming events to remember include the Annual Kidgits Snack with the Easter Bunny Event held in the Food Court on March 31, which offers kids a one-on-one experience with the Easter Bunny, and the Annual Mom's Night Out event on May 10 offering specials just for mom such as shopping, fashion, make-up, education, and health.

Pheasant Lane Mall is open Monday-Saturday 10am-9pm and Sunday 11am-6pm. Recent additions include White House Black Market and Quizno's, and coming soon, Newbury Comics and Tutti Frutti Yogurt.

For more information, call 603-888-2331.



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