

Golf Mill vying for spring break stay-cation status

By Rick Kambic
Staff Reporter

If travel is not an option for spring break, Golf Mill Shopping Center has created daily activities to help keep your kids busy while out of school.

From 1 to 3 p.m. March 28 through April 1, the mall will allow teenagers to get hands on with locally sponsored events. The spring break series is new but already has the support of the Niles Teen Center, which is sponsoring a movie day on Tuesday, March 29.

"The Spring Break events

were created with the intention of giving teens the opportunity to participate in fun, interactive activities that express their creativity and to give them incentives to enjoy some of their favorite stores," said Regina Verdico, Golf Mill's director of marketing and business development.

On Monday, March 28, the Niles Fitness Center will conduct a family fitness challenge. On Wednesday, March 30, teens will be shown select outfits and then sent on a fashion hunt to find what stores the stylish outfits

came from.

The Thursday event will be a denim workshop in which participants can bring a pair of jeans from home and design them paint and gems. The finished jeans will be judged by X-It European Clothing Company.

"The stores have been so generous with prize donations, including stylish shoes from ANG, gift certificates from Noko, Northgate Fashions, and Paint N Party. X-It Euro Clothing will be providing a free pair of jeans to the winner of the Denim Decorating Workshop," Verdico said. "Suit Exchange is even

giving away a free dress and suit. And there's still more - winners will be chosen daily."

The series rounds out with a pre lock-in party on April 1, where teens can compete in Dance Dance Revolution, play video games and leave their names on the 'Free Expressions' graffiti canvas. The 4th Annual Night in the Mall Lock-In will be held Sunday, June 19.

Providing activities within the safety of the mall and awarding gift cards will reportedly help both customers and retailers alike.

"There are many benefits to

hosting community events," Verdico said. "Golf Mill gets the opportunity to serve the community and provide great incentives that support shopper loyalty. The retailers who provide incentives get recognition for their generosity and it encourages teens to shop locally at their favorite stores."

Participants are asked to register in Center Court prior to each daily activity. And though the series is geared toward teenagers, Verdico said parents with younger children are also welcome to join.

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