



▪ HOLIDAY SHOPPING MEDIA ALERT ▪

BLACK FRIDAY STARTS ON THANKSGIVING WITH MOONLIGHT MADNESS PAJAMA JAM

The Outlet Shops of Grand River Kicks Off Holiday Shopping Season with Pajama Parade

WHAT: The Outlet Shops of Grand River and its collection of more than 65 leading designer and name brand stores including Banana Republic Factory Store, Coach Factory, DKNY, Guess Factory Store, Nine West Outlet and Tommy Hilfiger Company Store, will welcome shoppers to its **Moonlight Madness Pajama Jam** beginning on Thanksgiving at 10 p.m. for the ultimate in Black Friday bargains and give-aways.

On top of everyday savings of up to **65 percent off** regular retail prices, The Outlet Shops of Grand River's stores will offer limited-time-only discounts on an array of holiday gift items throughout the night. Customers should visit www.shopsograndriver.com for store sale information and Moonlight Madness Pajama Jam coupons.

Sponsored by Jockey, the first 500 pajama-clad customers to arrive will receive a **free goodie bag** filled with a special-edition Jockey sleepshirt, coupons and other must-have give-aways (while supplies last). What's more, lucky customers may also find a The Outlet Shops of Grand River gift card tucked away in their goodie bags.

WHERE: The Outlet Shops of Grand River
6200 Grand River Blvd East
Leeds, AL 35094

WHEN: Beginning Thanksgiving at 10 p.m. (Thursday, Nov. 24)

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