



▪ MEDIA ALERT ▪

BACK TO CLASS WITHOUT THE TAX

Back-to-School Shoppers to Save Even More During Upcoming Tax Holiday at The Outlet Shops of Grand River

WHAT: Back-to-school shoppers can take advantage of additional savings opportunities beyond the 65 percent off regular retail prices offered every day at The Outlet Shops of Grand River during the upcoming tax holiday period Fri., August 5 through Sun., August 7.

What's more, a broad collection of favorite back-to-school brands will host special sale events during the three-day weekend including:

- **Hanesbrands:** Save 25% when you buy three or more bras from Bali, Playtex, Barleythere or Wonderbra. Buy three men's, women's and kid's socks and underwear and get the fourth free. Buy one Comfortwear get one 50% off.
- **rue21:** Earn \$20 Free rueBUCKS! Buy a rue21 exclusive fragrance and receive a \$5 coupon off your next purchase (July 20 – August 9.) Buy any two pairs of rue21 denim and receive a \$10 coupon off your next purchase.
- **Skechers:** Buy one, get one half off all shoes \$24.95 and up and 60% off all sandals \$20 and up.
- **Tommy Hilfiger:** Tommy Hilfiger will cover your 2% Jefferson County sales tax! The store is tax free!
- **VF Outlet:** Purchase any two school uniform items and receive a third item free. (Free item must be of equal or lesser value.) Plus, take 20% off All JanSport backpacks.

Shoppers should visit www.shopsofgrandriver.com for a complete merchant directory, shopping hours and driving directions. 2% Jefferson County tax applies.

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

WHEN: Friday, August 5 through Sunday, August 7
-- Friday and Saturday: 10 am to 9 pm
-- Sunday: Noon to 7 pm

CONTACT: Sue Helondovitch, Strategy + Style Marketing Group
PH: 973-588-3979
sueh@strategyplusstyle.com