

# INDIAN RIVER MALL

## **MEDIA CONTACTS:**

Robyn Hankerson, Bitner Goodman  
(954) 730-7730 ext. 108  
[robyn@bitnergoodman.com](mailto:robyn@bitnergoodman.com)

Ursula Gunter  
772.770.9404  
[ugunter@simon.com](mailto:ugunter@simon.com)

Cory Reed, Girl Scouts of Southeast Florida  
561-427-0176  
[creed@gssef.org](mailto:creed@gssef.org)

## **FOR IMMEDIATE RELEASE**

### **LOCAL GIRL SCOUTS TROOPS SET UP SHOP AT INDIAN RIVER MALL**

#### ***Mall welcomes girls to sell cookies and learn the process of running a small business***

VERO BEACH, FL (January 27, 2010) – Across the nation, it's Girl Scout cookie time and eager, young girls are knocking on doors and even setting up tables outside of busy stores to entice patrons. Yet, some Vero Beach troops have set up shop at Indian River Mall to sell cookies and use this opportunity to learn the process of running a small business.

“This is a great opportunity for our youth to learn about what it takes to run a business, by having them actually have their own space in the mall,” said Ursula Gunter, director of mall marketing at Indian River Mall. “Indian River Mall continues to be a community resource, offering fun, educational opportunities for local residents, in addition to great shopping and dining.”

Vero Beach Girl Scouts and Daisy troop members will sell the popular cookies at the Dillard's concourse in Indian River Mall. This opportunity comes as not only a chance to see who sells the most cookies, but also to learn the business side of marketing, sales, customer service and more. At any time, at least two young girls will be on-site to greet customers, make suggestions on cookie flavors, encourage the sale and even complete the transaction by giving the correct amount of change and thanking customers for their purchase.

“The Girl Scouts are not just about cookie sales – it is also about teaching our future leaders how to interact with others, set goals, run a business and more,” said Paula Frampton, troupe leader, Girl Scouts of Vero Beach. “In just the first few days, we have already witnessed great success and we are grateful to the Indian River Mall for providing us with this opportunity.”

The cookie sales help earn the girl scouts badges in different areas of business, sales, manners, marketing, goal setting and more. In addition, proceeds from cookies sales support ongoing community service and other activities the girls are involved in throughout the year.

The Girls Scouts will be at the Dillard's concourse at Indian River Mall through Feb. 9. Hours are Mon. through Fri., 4 p.m. to 8 p.m.; Sat., 10 a.m. to 8 p.m.; and Sun., 1 p.m. to 6 p.m. For more information, call 772.770.9404 or visit [www.simon.com](http://www.simon.com).

**About Indian River Mall**

Indian River Mall is located on State Road 60 at 66<sup>th</sup> Avenue and is managed by Simon Property Group, Inc., headquartered in Indianapolis, Indiana. Indian River Mall is a single-level regional mall anchored by Macy's, Dillard's, JCPenney and Sears and has over 80 specialty stores.

**About Simon Property Group**

Simon Property Group, Inc. is an S&P 500 company and the largest public U.S. real estate company. Simon is a fully integrated real estate company which operates from five retail real estate platforms: regional malls, Premium Outlet Centers®, The Mills®, community/lifestyle centers and international properties. It currently owns or has an interest in 385 properties comprising 262 million square feet of gross leasable area in North America, Europe and Asia. The Company is headquartered in Indianapolis, Indiana and employs more than 5,000 people worldwide. Simon Property Group, Inc. is publicly traded on the NYSE under the symbol SPG. For further information, visit the Company's website at [www.simon.com](http://www.simon.com).

###