



## Media Info

Bloomington, Minnesota



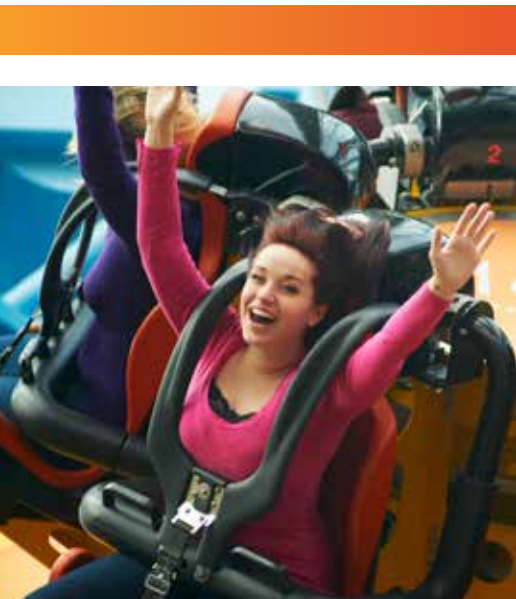
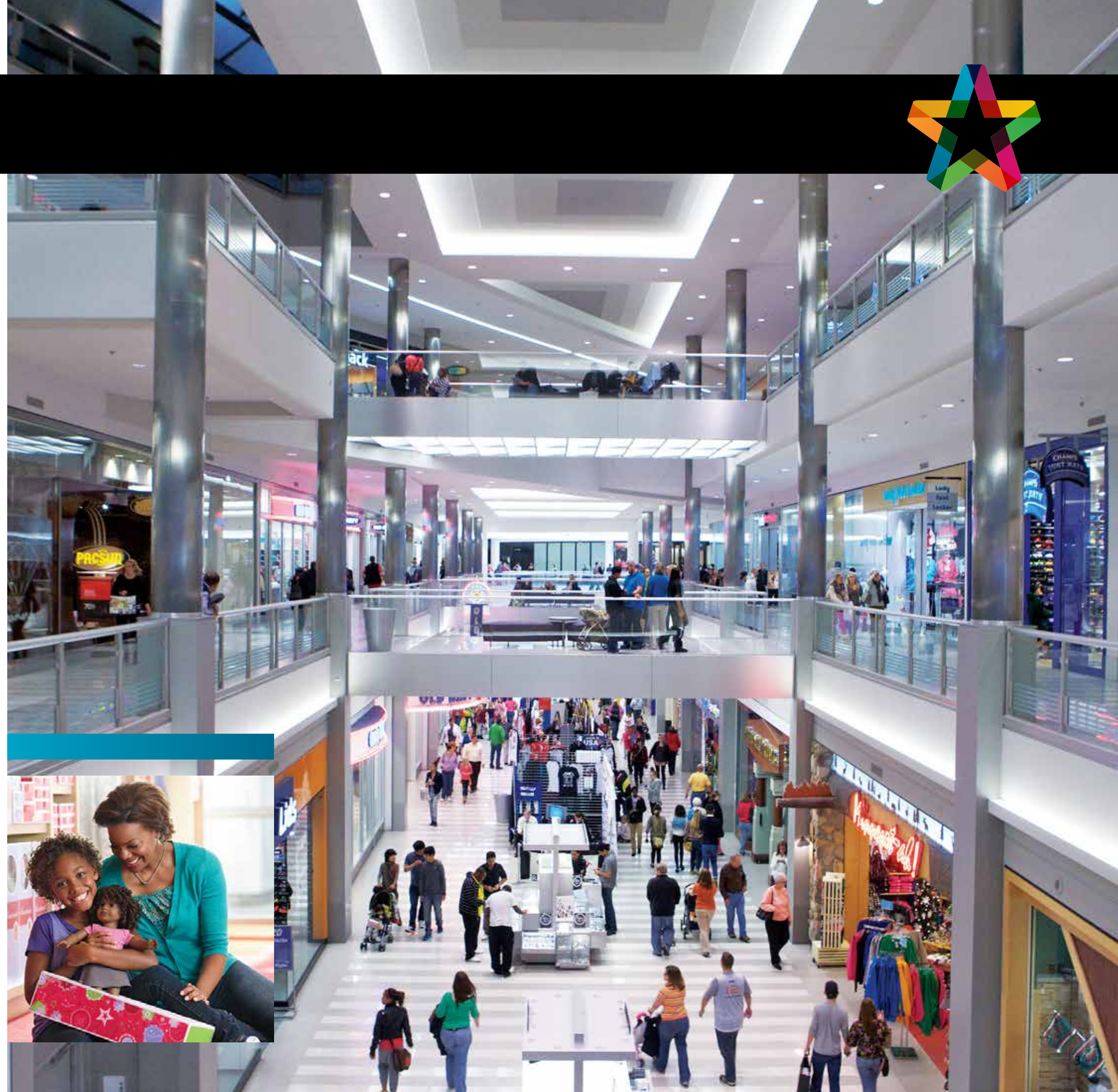


## America's Greatest Mall

Mall of America® is the nation's largest retail and entertainment complex. The 4.87 million square foot destination is home to:

- More than 520 world-class shops
  - Nickelodeon Universe®, the nation's largest indoor family theme park
  - SEA LIFE® Minnesota Aquarium, a 1.3 million gallon walk-through aquarium
  - American Girl®
  - LEGO®
  - Theatres at Mall of America®
  - A.C.E.S. Flight Simulation
- ...and more.

On top of all that, Mall of America hosts **hundreds of events, celebrity appearances, concerts and charitable activities** annually. Creating one of the most visited tourist destinations in the world, Mall of America has revolutionized the shopping experience by combining retail and entertainment, offering something for every taste and interest.



## THE STORY OF MALL OF AMERICA®

### How It Began

In 1982, Minnesota's professional baseball and football teams, the Twins and the Vikings, moved from Metropolitan Stadium in Bloomington to the Metrodome in downtown Minneapolis. This opened 78 acres of highly accessible prime real estate. The property is located only a mile and a half from the airport at the intersection of major highways. Three years later, the Bloomington Port Authority purchased the stadium site and began entertaining proposals for development. There were four major proposals given serious consideration:

- Office complexes
- Condominium/residential uses
- New convention/visitors center
- Mixed use retail/entertainment center

The fourth proposal was selected, and in 1986 the Ghermezian brothers signed a historic agreement with the Bloomington Port Authority to develop the nation's largest retail and entertainment complex. The Ghermezians had just completed building the world's largest retail and entertainment center, West Edmonton Mall in Alberta, Canada.

On June 14, 1989, the Ghermezian's Triple Five Corporation and local dignitaries broke ground. It was a day to remember. With cold winds gusting up to 35 miles an hour, the headlines blared, "Why Minnesota?"

Despite media detractors, naysayers and ominous groundbreaking conditions, construction continued, and on August 11, 1992, when Mall of America® opened its doors, the face of Minnesota had changed forever. The Mall was 71 percent leased with 330 brand new stores open for business, including four nationally recognized department stores: Macy's, Nordstrom, Sears and Bloomingdale's, together under one roof for the first time. It was also the first day of work for more than 10,000 employees.





### Where It Is Today

The goal was to build a destination attraction, more than just a shopping mall. It was an unprecedented mix of retail and entertainment, offering visitors the chance to shop their favorite stores as well as see a movie, ride a roller coaster or meet their favorite celebrity. Not only did Mall of America® work, it has surpassed all expectations and changed the way people shop. **First in the industry to mix retail and entertainment,** Mall of America has become the model for combining signature attractions with retail to create an outstanding entertainment venue and is now **one of the most visited destinations** in the United States.



258

Statues of Liberty could fit inside the Mall.

32

Boeing 747s could fit inside the Mall.

7

Baseball stadiums can fit inside the Mall.

## The Destination

Mall of America® has become a “**shining star**” for the entire state of Minnesota. From planes, trains, and cross-country road trips, Mall of America has become a destination for everything from **family vacations** and **weekend getaways** to **honeymoons**. The Mall generates more than \$2 billion **annually** in **economic impact** for the state and has put Minnesota on the map as a tourist destination. Tourists from:

- Canada
- Japan
- Germany
- England
- Korea
- Iceland
- Sweden
- Latin America
- Norway
- Ireland
- France
- China...

...and throughout the world come to Mall of America to take in the sights and capitalize on **no sales tax on clothing or shoes!** Once known mainly as a vacation destination for outdoor activities, tourists now flock to the state for shopping. In fact, tourism accounts for **four out of every ten visits** to the Mall. Each year **42 million guests** visit Mall of America which is **more than the combined populations of North Dakota, South Dakota, Iowa...and Canada!**



75,000

Number of boxes of popcorn sold at the Theatres at Mall of America® each year.

78

Acres of land MOA™ sits on.

40

Hotels are located within 5 miles of MOA.™

27

Rides & Attractions at Nickelodeon Universe.®

4

Out of 10 visitors to the Mall are tourists.

## TOURISM

Tourism accounts for four out of every ten visits to Mall of America®; more than 16 million annual visitors. As one of the most visited destinations in the United States, Mall of America works hard to maintain its reputation as a unique shopping and entertainment destination. As a tourism destination, there are many factors attributed to the Mall's success:

- The Mall is situated 1.5 miles from Minneapolis/St. Paul International Airport, a key factor in the Mall's ability to market itself to domestic and international air travelers.
- Light Rail Transit connects Mall of America to the Minneapolis/St. Paul Airport and to downtown Minneapolis and St. Paul, making getting to the Mall more convenient than ever.
- More than 30 million people live within a day's drive to Mall of America.
- Despite the temperature extremes of Minnesota, the weather inside Mall of America is always a perfect 70 degrees.
- Canada, England, Japan, Germany, Denmark, Norway and Sweden are the leading countries for international tourists. Other international markets showing strong tourist growth to MOA™ include China, Taiwan, Mexico and Brazil.
- More than 12,000 groups visit MOA yearly ranging from Cub Scouts and Girl Scouts to power shopping trips.
- More than 50 hotels are located within 10 minutes of MOA and offer complimentary shuttle service to and from MOA.



8,000

School groups visit Mall of America® annually.

1.5

Miles from Minneapolis/St. Paul International Airport.

RADISSON BLU



The Radisson Blu Mall of America is the only hotel conveniently connected by skyway to Mall of America. It offers 500 superb fashion inspired rooms, a state-of-the-art fitness center and an indoor pool. Guests can also enjoy a delicious meal at the FireLake Grill House & Cocktail Bar that features a mix of classic American heartland flavors.

23,000+

Square feet of meeting space.

2nd

Radisson Blu Hotel to open in the U.S.



## MALL OF AMERICA® - A CITY WITHIN A CITY

Mall of America® has often been described as a city within a city. Along with an extensive range of retail, restaurants and entertainment, there are many unique features in Mall of America likely to be found in any community.

### BLUSHING BRIDES

#### Chapel of Love

More than **6,000 couples** from around the world have exchanged their **vows of marriage** in the privacy of the Chapel of Love wedding chapel. Affordable ceremonies, easily arranged, are performed by ordained ministers with the couples' choice of spiritual or civil ceremonies, professional photography, videography and flowers. The adjacent bridal boutique offers a wide selection of wedding accessories, bridal gowns and children's special occasion wear.

### FITNESS

#### Mall Walking

Since the program began in 1992, **thousands of walkers** have enrolled in the **"MOA® Mall Stars!"** mall walking club. Every day hundreds of walkers use the Mall as a place to exercise and socialize with fellow walkers. The safe environment along with the guarantee of good weather makes Mall of America the perfect destination for walking.

6,250

Weddings to date; 300-350 a year!

6

Full-size houses built inside Mall of America since opening.

### Parental Escort Policy

While all children are welcome at Mall of America®, a **Parental Escort Policy** requires that the Mall's youngest guests - those 15 and younger - be accompanied by an adult 21 years or older on **Fridays** and **Saturdays after 4 p.m.**

Anyone 21 years or younger should be prepared to show a government issued Photo I.D. during the Parental Escort hours. One adult can escort up to 10 youth 15 years of age and younger.

The Parental Escort Policy has proven its success, **setting the standard for other malls and businesses around the nation.** Due to success of the program, Mall of America has expanded implementation to include high traffic periods when deemed necessary.





## Security

Mall of America® has a security department that is replicated throughout the world. Mall of America security officers undergo more than 400 hours of training in safety, guest relations, emergency operations and more. Officers receive advanced training (including the use of Krav Maga and Verbal Judo) in order to fully respond to the needs of the Mall, guests and tenants. The security department also utilizes an in-house K-9 unit, a bike patrol and a behavior detection unit.

The behavior detection unit, unique to Mall of America, is an undercover (plain clothes) unit working to detect and stop people with harmful intentions. Officers use a proactive approach, based on behavior detection, to locate and stop individuals who may be involved in planning and carrying out a harmful act at Mall of America.

Each year Mall of America security:

- Receives more than 115,000 calls for services
- Reunites more than 3,700 lost children with their families
- Responds to nearly 1,000 medical emergencies
- Helps visitors locate approximately 1,400 "lost" vehicles

### BLOOMINGTON POLICE DEPARTMENT

Mall of America also houses an on-site sub-station for the Bloomington Police Department.

Bloomington police officers work hand in hand with the various retailers to prevent retail crime and offer expanded services to Mall of America guests. Mall management and security departments work very closely with Bloomington P.D. on training and other issues.



**55,000+** Hours spent on training security each year.

## GREEN BEFORE ITS TIME

Mall of America® is committed to green design. In fact, it “lives green” 365 days a year! The Mall has been environmentally friendly since opening in 1992, incorporating elements such as passive solar heating, an extensive recycling program and 30,000 live plants that act as natural air purifiers.

### MALL OF AMERICA:

- Recycles more than 60 percent of its waste - an average of 32,000 tons per year.
- Converts restaurant fryer fat into bio-diesel that can be used to power MOA™ maintenance vehicles.
- Does not use a central heating system; instead, the comfortable 70 degrees is maintained with 1.2 miles of skylights for solar energy, residual heat from light fixtures and body heat from more than 40 million annual visitors.
- Recycles more than 2,400 tons of food waste to a local hog farm, which equates to more than a million hog meals annually.
- Releases thousands of ladybugs inside the building instead of utilizing pesticides on live plants.
- Replaced 5,600 outdated orange sodium lights in the east and west parking ramps with custom LED fixtures and reduced the Mall's energy consumption by 70 percent.
- Offers three electric vehicle charging stations to serve owners of electric cars, bikes and scooters.



3,000

Live poinsettia plants used each holiday season to decorate MOA™.

70°

Inside Mall of America® 365 days of the year.



# nickelodeon UNIVERSE®

## A One-Of-A-Kind Theme Park

Nickelodeon Universe®, the #1 entertainment brand for kids, and Mall of America®, the nation's premier shopping destination, have joined forces to create a **one-of-a-kind theme park**. Located in the center of the Mall, Nickelodeon Universe features **seven acres** of **unique attractions** and **entertainment**, including 27 rides and attractions for guests of all ages and courage levels!

### Teenage Mutant Ninja Turtles Shell Shock:

- Weighs 31 tons
- Sends riders flying over seven stories in the air
- Was manufactured in Munsterhausen, Germany, a small Bavarian village between Munich and Stuttgart with less than 2,000 residents



Teenage Mutant Ninja Turtles Shell Shock



Brain Surge



Dutchman's Deck Ghostly Gangplank



Dutchman's Deck Anchor Drop



Teenage Mutant Ninja Turtles Shell Shock



Teenage Mutant Ninja Turtles Shell Shock



Log Chute

SpongeBob SquarePants Rock Bottom Plunge is SpongeBob's first and only rollercoaster and is comprised of:

732

Yards of track.

820

Cubic yards of concrete.

468,750

Pounds of steel.

The Avatar Airbender has:

220

Feet of track length (70 feet high).

826

Cubic yards of concrete (more than 3 million lbs.).

103,750

Pounds of steel, which is equivalent to 27,000 Minnesota souvenir spoons.



Rugrat Reptarmobiles



Brain Surge



SpongeBob SquarePants Rock Bottom Plunge



Avatar Airbender



Back at the Barnyard Hayride



Pepsi® Orange Streak



Imagine traveling 14 feet underwater where sharks, stingrays, jellyfish and giant sea turtles swim so close, you'll feel like you can reach out and touch them! Come nose to nose with more than 10,000 sea creatures in the 1.3 million gallon aquarium and touch real sea stars, crabs and more!

SEA LIFE® Minnesota Aquarium features a variety of interactive activities and attractions including:

- **The Tunnel** - The amazing glass tunnel takes you 14 feet under the water's surface to experience amazing adventures through lakes, rivers, an ocean filled with sharks, sawfish, sea turtles and a tropical reef.
- **Jellyfish exhibit** - Experience these amazing creatures in an astonishing array of illuminated displays!
- **Ray Lagoon exhibit** - Features a variety of stingrays, a walkover deck and a special viewing bubbles for kids!
- **Seahorse Kingdom** - Transport into a mystical kingdom filled with hundreds of seahorses from around the world! Come face to face with these amazing sea creatures and learn how you can help seahorses thrive in the wild.
- **Rock Pool** - Touch real sea creatures including sea stars, horseshoe crabs and more!



## INTERACTIVE ATTRACTIONS

**Mall of America® has the widest variety of entertainment options under one roof.** Guests can ride a rollercoaster, build a LEGO® castle, fly a World War II fighter or swim with the sharks.

**The LEGO® Store** - Visit the completely remodeled LEGO Store featuring a Pick-A-Brick wall with 180 different LEGO elements to choose from, a variety of play tables to inspire creativity and eight larger-than-life models including a LEGO Robot towering over 34 feet tall!

**American Girl®** - The 22,000 square foot store features a fun, casual environment where girls and their family members and friends can shop for their favorite American Girl products, enjoy a meal in the Bistro, treat their doll to a new "do" in the Doll Hair Salon and celebrate birthdays or other special events.

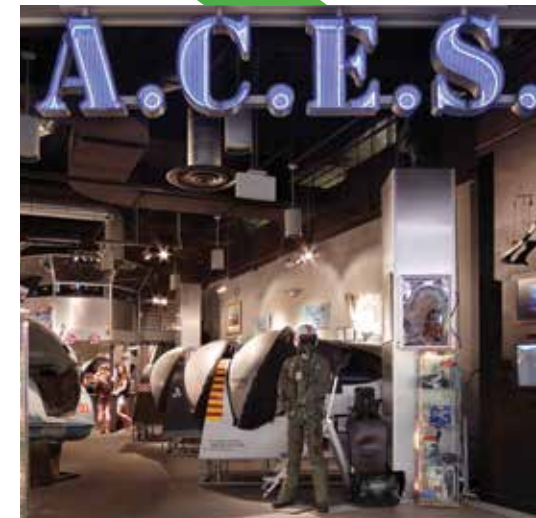
**Rick Bronson's House of Comedy** - A comedy club featuring the best comics in the stand-up business. Enjoy laughs, fun and entertainment from performers who have appeared on hundreds of national and international television shows, and are widely regarded as groundbreaking, talented artists.

**Theatres at Mall of America®** - Theatres at Mall of America feature a unique blend of major motion pictures and independent films in 14 theatres with superior digital projection including 4K, digital sound, 3D capabilities, D-BOX motion seating, VIP theatre and STARBAR lounge. Through unique programming, market specific events, celebrity appearances and community events, this theatre breaks tradition!

**Moose Mountain Adventure Golf** - An 18-hole miniature golf course that has become a popular attraction for Mall visitors. The course features an original, whimsical design with an old-time north woods feel complete with life size moose.

**Amazing Mirror Maze** - Be amazed and challenged as you find your way through this fun-filled, life-size maze of mirrors and glass. This family attraction is an illusion like no other with 2,500 square feet of endless hallways.

**A.C.E.S. Flight Simulation** - Take full control of sophisticated flight simulators that are duplicates of those used to train military pilots. Guests are invited to fly both modern F/A-18 Hornet jets and classic WWII fighters such as the P-51 Mustang and F4U Corsair.



MALL OF AMERICA

# EVENTS

## Celebrity Events

Since its opening, Mall of America has hosted **thousands of spectacular events** and **celebrity appearances**. Mall of America has become the “Hollywood” of the Midwest. **Music artists, authors, performers, celebrity chefs** and **athletes** have come to the Mall to meet their fans, sign autographs and perform. They’ve also been spotted shopping and on rides in Nickelodeon Universe.®

Some event highlights over the past years include:

- Hunger Games Cast
- One Direction
- Big Time Rush
- Arnold Schwarzenegger
- Kevin James
- Heidi Klum
- Tim Gunn
- Zac Efron
- Sara Palin
- Glee Cast
- Kenny Chesney

400+

Events annually.

500,000

Guests attracted to these events.



Arnold Schwarzenegger



Sarah Palin



Zac Efron



Glee Cast



Kevin James



Taylor Swift



## Community Events

Mall of America® is also host to events for non-profit and charitable causes. **Outreach and giving back to the community** has been a **priority** at Mall of America since the doors first opened.

The Mall contributes on average \$25,000 every day in cash, products and in-kind support to charities and non-profits. Our tenants and employees contribute their time, skills and resources with epic generosity. As a result, our community partners have raised more than \$12 million annually making an immeasurable difference in the lives of countless people.

### COMMUNITY RELATIONS BY THE NUMBERS:

- 42 million annual visitors exposed to MOA™ supported causes and events
- \$9,125,000 annual donation value
- \$25,000 daily donation value
- \$24,000 change collected from Mall of America ponds going to a different charity every month

### ANNUAL COMMUNITY EVENTS AT THE MALL INCLUDE:

- **The Susan G. Komen Race for the Cure** - 50,000 walkers on average
- **Juvenile Diabetes Research Foundation Walk** - 20,000 walkers on average
- **GiveMN's Give to the Max Day** - More than 53,000 people donate an average of \$16 million to more than 4,300 Minnesota nonprofits and schools.
- **Walk to End Hunger** - 3,000 walkers on average

More than **\$12 million** raised annually.







## Staying Connected

Guests can connect with Mall of America® in more ways than one to stay up-to-date on everything from celebrity sightings, new store openings and event happenings:

- Facebook: facebook.com/mallofamerica
- Twitter: @mallofamerica
- Instagram: instagram.com/mallofamerica
- Blog: blog.mallofamerica.com
- YouTube: youtube.com/officialmoa
- Pinterest: pinterest.com/mallofamerica

Mall of America also offers another level of guest service utilizing a text messaging platform. Guests are able to **text in questions** while shopping or while planning their trip to Mall of America and will receive a real-time response from a guest service representative.

In 2012, the service was expanded to **assist guests with parking text reminders**. Since launching the parking reminder text messaging service, security vehicle-locate calls have decreased by 25 percent!



## MALL OF AMERICA® TREND SPECIALIST

### STYLE Made Simple

Sara Rogers, specializes in style made simple. Sara is constantly researching retail trends and searching the stores of Mall of America to find what's hot. She has worked in the fashion industry for more than 20 years as a model, fashion specialist, wardrobe therapist and television host.

Sara's national appearances include:

- The Dr. Phil Show
- BBC
- The Early Show on CBS
- ABC7 Chicago
- People Stylewatch Magazine
- Chicago Tribune
- "O" The Oprah Magazine

Sara's experience in both print and broadcast media complement her work in the fashion industry to offer reporters a uniquely educated resource and is able to speak to the latest trends in fashion, gift giving and home. Working with Sara is a turnkey experience: Just wind her up and let her go!

### SARA'S STORY STARTERS

- **Seasonal Trends:** With an office that spans 4.87 million square feet and more than 520 stores, Sara has the resources she needs right at her fingertips to research the latest trends for back-to-school must-haves, prom fashions, seasonal looks and more. With an innate sense of style, Sara is able to create the look of the season for any budget on any body type.
- **Accessories:** A great way to stay current on trends without breaking the budget is updating your look with accessories. Sara can highlight the must-have accessories of the moment and how anyone can infuse them into their existing wardrobe.
- **Gifts:** Finding the ideal gift can be a challenging task, but not for Sara. Let Sara show you how to find the perfect gift for any occasion - from holidays to Father's Day - Sara has you covered.

### TO BOOK AN INTERVIEW WITH SARA ROGERS

Contact Sarah Schmidt in  
Mall of America Public Relations  
at **952-883-8805** or  
**sarah.schmidt@moa.net**.

Mall of America provides all  
**research** and **merchandise** for  
Sara's interviews. Models\* are  
available to accompany Sara  
to showcase fashions.

*\*Models are only available  
for local segments*



# MALL OF AMERICA®

## The Expansion

Mall of America® has development rights for up to an additional 5.6 million square feet of mixed-use space. Expansion plans consist of a multi-level complex that will connect to the existing Mall on all four levels.

The Expansion anticipates drawing up to an additional 20 million visitors annually - nearly 60 percent from outside 150 miles - almost doubling the state's economic impact to an estimated \$4.3 billion. The expansion will add up to 8,000 additional parking spaces.



### Elements of The Expansion plan include:

- Up to 5.6 million square feet of retail, hotel and entertainment options
- Unique lodging options such as boutique, business, family and premium hotels
- 20,000 square foot event space to host community events, celebrity appearances and more.
- Museum-quality exhibit space
- The state's largest water park
- High level services, spas and wellness center
- Fine quality restaurants and bistros
- Nightlife, entertainment options and state-of-the-art movie theaters
- Exclusive and boutique-style retail offerings

## MALL OF AMERICA® BY THE NUMBERS

**0.57 MILES** is the walking distance around one level of Mall of America®

**8 ACRES** of skylights allow about 70 percent of the natural light to enter the Mall

**4 OUT OF 10** visitors to Mall of America are tourists

**4.3 MILES** of total store front footage

**7** Yankee Stadiums can fit inside the Mall

**27** rides and attractions in Nickelodeon Universe®

**32** Boeing 747s could fit inside the Mall

**65** semi trucks were needed to transport trees to the theme park to create the outdoor feel of an indoor park

**70°** inside Mall of America no matter if it is spring, summer, winter or fall

**86 HOURS** is the length of time it would take to complete your visit to the Mall if you were to spend just 10 minutes in each store

**100+ POUNDS** of food are fed daily to animals at SEA LIFE™ Aquarium - plus 90 extra pounds on the days the sharks are fed

**258** Statues of Liberty could lie inside the Mall

**400+** events are held at Mall of America each year

**520+** stores are located in Mall of America

**6,000+** weddings have been performed at Mall of America

**11,000** year-round employees at Mall of America (13,000 during peak periods)

**12,550** on-site parking spaces at Mall of America in two ramps

**30,000+** live plants and 400 live trees climbing as high as 35 feet tall in Nickelodeon Universe

**32,000+** tons of trash recycled each year

**170,000+** Legos have been lost in the LEGO® play area

**1.2 MILLION-GALLON** aquarium at SEA LIFE

**4.87 MILLION** square feet of gross building area

**42 MILLION** visitors annually which is more than the combined populations of North Dakota, South Dakota, Iowa... and Canada

**\$650+ MILLION** cost to build Mall of America

**NEARLY \$2 BILLION** Mall of America generates in economic activity annually for the state of Minnesota

To view high res photos, please visit our online image gallery at <http://www.mallofamerica.com/about/pressroom/gallery>. If you would like to request a high-res image or HD video for download, please contact Sarah Schmidt at [sarah.schmidt@moa.net](mailto:sarah.schmidt@moa.net).

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