

For Immediate Release

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## Snap Your Way to Cash and Prizes Up to \$1000 this Black Friday at Mall of America®

**BLOOMINGTON, Minn. (Nov. 16, 2011)** – This year, Mall of America® plans to offer “the best Black Friday deal ever” to 300 lucky guests with a new event called Snap+Win. Guests will find a 50’ by 30’ MOA™ logo containing 100 embedded QR codes (Quick Response codes) on the Rotunda floor on Black Friday. By snapping one of the QR codes with their mobile phone, the 300 lucky guests will win prizes valued at \$25 up to a \$1,000 shopping spree.

At 6, 7 and 8 a.m., 100 pre-wristbanded guests\* will enter the Rotunda and wait for the cue to snap their assigned tag. Upon snapping the tag, they will be directed to a web page that will reveal their prize! One lucky winner each hour will receive a grand prize of a \$1,000 shopping spree to Mall of America. Mall of America has created a [video](#) that teaches guests how to download a QR reader onto their smart phone and how to use it in preparation of the event and will have staff on-site for the event to teach, show and help guests with this technology.

“Snap+Win is an event that combines the excitement of a giveaway with emerging technology,” said Maureen Bausch, executive vice president of business development at Mall of America. “QR codes are gaining momentum with the general public, but many still don’t understand the purpose or useability of them. Snap+Win is a fun event that is allowing us to teach the consumer more about QR codes.”



Mall of America is also offering guests the chance to snap a QR code to win \$1,000 shopping spree from Black Friday through Dec. 23. Holiday Snap+Win codes will be placed on food court tables, digital signage and on the back of guest service staff t-shirts. Guests will use their smartphone to snap the tag and enter through an electronic entry form. The winner will be drawn and notified on Christmas Eve.

Want to learn more? Visit [www.mallofamerica.com/blackfriday](http://www.mallofamerica.com/blackfriday)

\*Guests must be at least 18 years of age to participate and must have access to their own smart phone to participate in the contest. Eligible individuals may enter the Sweepstakes by coming to the Rotunda with their smartphone. All rules can be found on the website.

### About Mall of America®

Mall of America is the nation’s largest retail and entertainment complex. At 4.2 million square feet, MOA is home to more than 520 world-class shops; Nickelodeon Universe®, the nation’s largest indoor family amusement park; SEA LIFE Minnesota Aquarium, a 1.2 million gallon walk-through aquarium; Moose Mountain Adventure Golf; Theatres at Mall of America® - a 14-screen movie theater with VIP theatre and more. The Mall opened in August of 1992 and is located in Bloomington, Minn., just minutes from downtown Minneapolis and St. Paul. Follow [Mall of America](#) on [Facebook](#) and [Twitter](#) or visit our [blog](#).

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