

OUTLETS
— OF —
COLORADO

CASTLE ROCK

LOVELAND

SILVERTHORNE

May 9, 2008

FOR IMMEDIATE RELEASE
OUTLETS OF COLORADO TO CONDUCT “STRIKE A POSE” MODEL SEARCH

Winners to receive trip to Glenwood Springs, Colorado, \$150 shopping spree, TV appearances and more!

(Castle Rock, Loveland & Silverthorne CO) Lights, Camera, Action.....Outlets of Colorado is rolling out the red carpet! The Outlets at Castle Rock, Loveland and Silverthorne will be officially SELECTING five (5) energetic, outlet loving, and fun guys and gals through Elementary, Middle and High School/ College Levels to be seen in our Back to School Advertising and center advertising for one year! That's right! The faces of our soon-to-be-models will be seen in newspaper, live fashion segments on select Denver stations, and at the centers on 6ft. standees.

LIVE try-outs for five model roles will be held on Saturday, May 17 at Outlets at Castle Rock, Outlets at Loveland and Outlets at Silverthorne. A total of FIFTEEN models will be selected between all the centers. Registration is from 9am to 10am. Auditions will begin promptly at 10am. Potential models will be asked to “Strike a Pose” and may use a variety of fun props, while on stage, to carry out that perfect look.

Judging will be based on a great smile, charming personality and the ability to reflect contagious energy. (Check customer service and management offices for event details) or visit

www.outletsatcastlerock.com, www.outletsatloveland.com, www.outletsatsilverthorne.com.

Each person cast as a model will receive a prize package to include: a \$150 Outlets gift card, photos from a professional photo session, a beginners modeling course, a 6ft. standee of a group photo at the end of the promotion, a \$39.99 backpack from Samsonite and a 3 day, 2 night stay at GLENWOOD SPRINGS, CO for up to 4 members of their family, a professional model card and more!

Voluntary monetary donations will be collected at the model search events on May 17 to benefit the **American Heart Association**.

The announcement of the American Heart Association's Honorary Model:

The American Heart Association is proud to announce that each year they will award an honorary model to our cast of fifteen. This year's American Heart Association Strike A Pose model is Leigh Alexandra Schilling. Schilling is a 16 year old who was born with a rare congenital heart defect. She is a sophomore at

Air Academy High School located in Colorado Springs, Colorado. She will take part in the festivities in Glenwood Springs and continue to be part of the Television segments and fashion shows as well.

For a complete schedule and official rules and regulations, visit www.outletsatcastlerock.com, [outletsatloveland.com](http://www.outletsatloveland.com) or [outletsatsilverthorne.com](http://www.outletsatsilverthorne.com).

Announcing our panel of judges

The panel of judges will include the following honored local dignitaries:

Castle Rock:

Mike Brookbank from Fox 21 (CO Springs), Morning News Anchor
Julie Peterson, GO Red For Women Ambassador and AHA Volunteer
Kim Morrill, Associate Editor for Denver Woman Magazine

Loveland:

Sheila Kemper Dietrich - Executive Director of American Heart Association, Denver, Colorado
Linda Larsen - Marketing & Community Relations Manager for Loveland Reporter Herald, Loveland, Colorado
Mark Callaghan - Operations Manager of Tri 102.5 Radio Station, Windsor, Colorado
Joe Capello - Attorney, Denver, Colorado
Erick Rheam - Key Accounts Manager for City of Loveland, Loveland, Colorado
Heather Hartman - Denver Nuggets Dancer, Denver, Colorado
Kandice Trujillo - Denver Nuggets Dancer, Denver, Colorado

Silverthorne:

Shawna Henderson - Breckenridge Convention and Visitors Bureau
Vicki Nash - Glenwood Springs
Lindsey Lewis - Glenwood Springs Chamber
John Keefe - Resort Sports Network (RSN TV 8 and 16)Summit County

About the American Heart Association

Founded in 1924, the American Heart Association today is the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart diseases and stroke. These diseases, America's No. 1 and No. 3 killers, and all other cardiovascular diseases, claim nearly 870,000 lives a year. In fiscal year 2006-07, the association invested more than \$554 million in research, professional and public education, advocacy and community service programs to help all Americans live longer, healthier lives. To learn more, call 1-800-AHA-USA1 or visit americanheart.org

About Glenwood Springs

Glenwood Springs is located between Aspen and Vail, 160 miles west of Denver

or 90 miles east of Grand Junction on Interstate 70 off exit 116. Many cities provide direct air service into Vail/Eagle County Regional Airport 30 miles to the east and Aspen Airport 40 miles to the south. An online press kit and downloadable photos are available at VisitGlenwood.com.

About Outlets of Colorado

The Outlets of Colorado consist of the Outlets at Castle Rock, Loveland and Silverthorne. Outlets at Castle Rock is located south of Denver between Colorado Springs and Denver, Outlets at Loveland is located north of Denver between Ft. Collins and Denver and Outlets of Silverthorne is located west of Denver in the heart of many renowned ski resorts. One thing is for sure, we've got you covered in Colorado!

About Craig Realty Group

Craig Realty Group is a shopping center development firm founded by Steven L. Craig and is based in Newport Beach, California. The firm specializes in upscale factory outlet centers. The company currently owns and operates **Outlets at Anthem** in Phoenix, Arizona; **Cabazon Outlets** located near Palm Springs, California; **Citadel Outlets** in Los Angeles, California; **Outlets at Conroe** located near Houston, Texas; **Outlets at Hillsboro** south of Dallas/Fort Worth; **Outlets at Castle Rock** located south of Denver, Colorado; **Outlets at Loveland** located north of Denver, Colorado; **Outlets at Silverthorne** located west of Denver, Colorado; **Outlets at Vicksburg** in Vicksburg, Mississippi and **Woodburn Company Stores** located near Portland, Oregon. Craig Realty Group also manages **Lake Elsinore Outlets** located in Lake Elsinore, California. The company is currently developing **The Plaza at San Clemente** in San Clemente, California, a 650,000 square foot mixed-use project, **Sussex Commons Lifestyle Outlets** in Frankford Township, New Jersey and **Fashion Outlets at Traverse Mountain** in Lehi, Utah.. Craig previously developed Carlsbad Company Stores, which was sold to an east coast developer, and Franciacorta Outlet Village in Brescia, Italy. Craig was also responsible for the development of Desert Hills Premium Outlets in Cabazon, one of the largest and most successful manufacturer outlet centers in the world and was instrumental in developing Camarillo Premium Outlets in Camarillo, California. For more information about the company, visit www.craigrealtygroup.com.

VisitGlenwood.com.

TOMMY
HILFINGER

THE LEVI'S[®] OUTLET STORE

Sams[®]onite
COMPANY STORES

carter's[®]

2007
MODEL
SEARCH
WINNERS



Outlets^{at}
Loveland

Strike A Pose

Model
Search

SATURDAY, MAY 17, 2008 • BOYS & GIRLS AGES 5 TO 23

5 Winners Will Receive:

- Featured in Outlets of Colorado TV and Print Advertising
- Photo Shoot 3 day/2 night Family Trip to **Glenwood Springs** (up to 4 people)
- \$150 Shopping Spree
- Professional Portfolio Package
- Samsonite Backpack
- 6' Standlee
- Basic Modeling Training

Event Schedule

REGISTRATION: 9am - 10am

AUDITIONS:

10am - 12pm for Elementary (ages 5 - 10)

12pm - 1pm for Middle School (ages 11 - 14)

1pm - 2pm for High School/College (ages 15 - 23)

2:30pm **WINNERS ANNOUNCED**

*Winners must be present to win.

THANKS TO OUR SPONSOR

Strike it all in.
Glenwood Springs
—COLORADO—

Visit outletsatloveland.com to print your registration form before May 17.

Voluntary monetary donations accepted to benefit the **American Heart Association** at the Live Auctions.

Soak it all in
Glenwood Springs
~ C O L O R A D O ~



*Natural Wonders
Creative Comforts.*

RESORT CHOICE OF OUR

Strike A Pose *Model Search*

