



MANASSAS MALL CARES

2019 YEAR IN REVIEW



MANASSAS MALL SNAP SHOT

YOUR SHOPPING, DINING, AND ENTERTAINMENT DESTINATION

1,234

**JOBS BROUGHT TO
Prince William County**

2nd

**LARGEST ENCLOSED SHOPPING,
DINING, AND ENTERTAINMENT
DESTINATION IN PWC**

75+

BUSINESSES

A Community Hub

Since acquisition by Pyramid in 2014, Manassas Mall has positioned itself as a central part of the Manassas community



TO OUR FRIENDS, PARTNERS, NEIGHBORS AND GUESTS:

Manassas Mall experienced another successful year with the non-profit groups of Prince William County! Manassas Mall donated space to 74 not-for-profits and collaborated with them to hold 96 events at the center in 2019.

Partnering with and giving back to our community is important to us, and we believe it is part of what makes the center successful. We are pleased to provide a quality venue for not-for-profit organizations, from tabling opportunities for fundraising and awareness campaigns, to using the community room for training, to hosting large events in the common area.

Our doors are always open! Together, we can make a difference.



Boy Scouts Pinewood Derby

Manassas Mall is a longstanding partner with local Boy Scouts of America and Girl Scouts chapters. One of the biggest scouting events of the year is the Pinewood Derby, where scouts put their engineering and design skills to the test in a highly competitive race.

Manassas Mall has been the chosen host of the Prince William Regional Pinewood Derby for years, and provides an outstanding venue space large enough and accessible enough to accommodate the large crowds the event draws.



Tykes Tuesday

Beginning this year, Manassas Mall began hosting weekly Tykes Tuesday events in the summer months that provided entertaining and educational activities for children.

With participation from over a dozen local organizations, Manassas Mall was able to host a wildly successful Tykes Tuesday program in its inaugural year, that brought thousands of shoppers to the center.



AARP Fit Active & Informed

Our Mall-Walkers Club has members who have walked in the Mall every day since its opening in 1972. We honor our lifelong visitors with a range of free events, which this year included an AARP sponsored speaking series. Topics included home fitness, scam prevention, and mental health preservation.



Trunk or Treat

2019 marked the 3rd year of Manassas Mall and Prince William County Police Departments Trunk or Treat event.

In what is rapidly becoming one of the biggest Halloween events in Northern Virginia, over 7,500 people came to Trunk or Treat with local community first responders and organizations.

“*Every year the Trunk or Treat event gets bigger and bigger which would not be possible without your support. I am truly impressed with everything you do to make a safe and enjoyable evening for kids of all ages!*”

Jason Alicie, Master Police Officer, CPS
Prince William County Police
Crime Prevention Unit



SemperK9 Festival of Trees

SemperK9 is a local, veteran operated charity that seeks to partner combat veterans with trained service dogs. In the 2019 Holiday Season, Manassas Mall partnered with SemperK9 to host the Festival of Trees. During this event, community organizations sponsored Christmas trees that were later auctioned off.

The event drew hundreds of people over its duration, and proceeds helped unite service animals with veterans who need them.

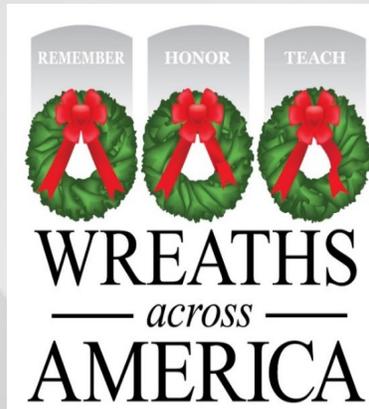


Holidays & Santa Parade

For over 20 years, Manassas Mall has worked with Osbourn High School to host a variety of events during the holidays to benefit the school.

Annual events include a Santa Parade with the OHS Marching Band, and a gift wrapping station that raises funds for the band booster club and provides business experience for students.

MANASSAS MALL IS PROUD TO PARTNER WITH THE FOLLOWING COMMUNITY ORGANIZATIONS



AWARENESS CAMPAIGNS

Groups using the center for fundraising purposes will not only be in the eyes of 10 million annual visitors, but also our social media outreach. Manassas Mall is happy to help promote your organization in order to let our guests know about your worthy cause.

Have a question? A campaign? An event? Or looking for more information, please don't hesitate to reach out. We'd love to hear from you!

Manassas Mall is a part of a community, just like your organization and we look forward to working with you in 2020 and beyond!



DONATION REQUESTS

Manassas Mall offers event space, tabling, and community rooms for FREE for non-profit use. Groups are asked to fill out and submit the required paperwork in order to be granted access.

Groups are asked to submit a letter of request one (1) month prior to the event date.

Many of our stores, restaurants, and entertainment venues will partner and donate to various not-for-profit organizations.

For further information please contact Kelly Gilfether or John Lowry at 703-368-7232



FROM OUR FAMILY TO YOURS, THANK YOU!

Manassas Mall is a single level shopping, dining, and entertainment destination offering over 75 brands, restaurants, and more! With its unique and diverse tenant mix, Manassas Mall is the go-to place for local shoppers and tourists alike.

#ManassasMall

www.ManassasMall.com

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