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# Press Release

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*For Immediate Release*

## Shopping Center Hopes Snowfall Will Help Kick Off Holiday Shopping Season

AIG Baker's Vestavia Hills City Center bets on weather to excite holiday shoppers

October 27, 2006 - Birmingham, Alabama

AIG Baker Shopping Centers, owner of Vestavia Hills City Center, will create holiday magic this season with what is expected to be Birmingham's first snowfall of the year. While not a product of atmospheric pressure, moisture in the air and cool temperatures, the first snow is expected to fall on Friday, November 24 at 5pm and continue falling each evening throughout the season.

### **The magic of snow.**

Snowmaking at Vestavia Hills City Center will be possible through the magic of evaporative snow systems that create large, fluffy flakes of snow that will capture the imagination and the attention of kids of all ages. The technology includes a couple of small snow machines and a non-toxic, liquid product that creates snowflakes regardless of the temperature. Much like the consistency of bubbles, when blown through the units this product creates various sizes of snowflakes that evaporate within about 90 seconds.

### **Snow experience necessary.**

Elizabeth Lord, Corporate Director of Marketing for AIG Baker, hopes that the uniqueness of the experience and the sheer fun of watching snow fall will draw crowds to the center during the holiday season. Lord says "having grown up in New England, I remember the joy of looking up into a cold winter sky and watching snowflakes drift down around me." Lord goes on to say "I have created this effect in other cities and I know that the experience can make a childhood memory that lasts a lifetime."

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## **The Snow Strategy.**

Retailers are always looking for ways to increase traffic to their centers during the holidays. While many start shopping in October, most merchants begin to realize profits on Black Friday (the day after Thanksgiving, so named because it is the first day of the year that retailers get into the “black” or start making money). It is tougher for smaller centers like Vestavia Hills City Center to attract consumers that are frantically shopping for deals at the big box retailers like Best Buy and Target. Creating a unique shopping experience is a new trend in shopping center marketing and smaller centers are looking for new ways to capture the time and attention of the customer.

### **🌀 About Vestavia Hills City Center 🌀**

Vestavia Hills City Center is a 378,000 square foot leisure center serving one of Birmingham’s most affluent customers with over 60 stores and restaurants. The center features a courtyard with fountains, music, outdoor dining and special seasonal events and performances. Located on Highway 31 and Canyon Road, the center features national, regional and local stores and restaurants such as Stein Mart, Starbucks, Moe’s Southwest Grill, Rugged Warehouse, Panera Bread and Publix market along with many unique lifestyle and boutique stores. For more information, contact marketing at 205 972-9643 or visit us online at [www.vestaviacitycenter.com](http://www.vestaviacitycenter.com)

### **🌀 About AIG Baker 🌀**

AIG Baker Shopping Center Properties, LLC is a privately held entrepreneurial-driven company, headquartered in Birmingham, Alabama, that specializes in ground-up development, acquisition, leasing and management of retail centers nationwide.

Backed by American International Group (AIG), one of the world’s largest insurance companies, AIG Baker has developed more than 20 million square feet in 17 states since 1993. Subsidiaries of AIG Baker include AIG Baker Real Estate, L.L.C., AIG Baker Management, L.L.C., AIG Baker Development, L.L.C., and Pinnacle Communities L.L.C.