



MEMORIAL CITY

## PRESS RELEASE

METRONATIONAL  
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MEMORIALCITY.COM



### **MEMORIAL CITY MALL TO PRESENT STUDENTS ROCK THE CITY BACK TO SCHOOL EVENT IN CONJUNCTION WITH TAX FREE WEEKEND FASHION SHOW AND RAFFLE TO BENEFIT CHILDREN'S MUSEUM OF HOUSTON**

Houston (July 29, 2014) – Memorial City Mall (MCM) in partnership with KPRC Local 2 and the Children's Museum of Houston will present Students Rock the City – a back to school fashion extravaganza showcasing the latest fall fashion trends for elementary, middle, and high school students on Saturday, August 9 in conjunction with Texas' Tax Free Weekend. This spectacular, three phase runway show will feature what is 'cool for school' this fall as professional models and student models "rock the runway" wearing the latest trends from Memorial City Mall retailers including Macy's, Gap Kids, Sears, American Girl, Vera Bradley, and JC Penney. KPRC Local 2 weathercaster Britta Merwin will emcee the event. Models will have their hair and makeup professionally done by Visible Changes and Brush & Blush Blow Dry Bar. Student models appearing in the show were selected by professional judges during a social media model call sponsored by the mall in July.

Spring Branch ISD high school cheerleaders and team mascots will be on hand prior to the show to spread team spirit and offer great photo opportunities for their fans. The Stratford Spartanaires, Memorial Markettes and Artista Dance Company will provide live entertainment throughout the show. Attendees may also enjoy having their digital photos taken in the onsite CuPics interactive photo booth.

A raffle benefitting the Children's Museum of Houston will be held throughout the show. Raffle items include jewelry from Pandora, a \$500.00 Memorial City Mall Gift Certificate, a Target \$100.00 Gift Certificate, Trudy's Hallmark Gift Certificate, Houstonia Magazine lifetime subscription, American Girl doll and play set, and five Family Plus memberships to the Children's Museum of Houston.

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Each person who purchases a raffle ticket for \$10 each will receive a trip to a decadent candy bar overflowing with treats and they can also enjoy a St. Arnold root beer float. Raffle items will be awarded at the end of the fashion show.

“This time of the year brings families back together as they make plans to head back to school,” commented Harry Hadland, Vice President of Property Management at Memorial City. “We are excited to host this event which showcases our tremendous selection of retailers while providing a fun afternoon of entertainment and benefitting a great Houston nonprofit.”

### Event Specifics

Saturday, August 9

12:30PM - Meet SBISD Cheerleaders and Mascots

1pm - Fashion Show Extravaganza

Location: Memorial City Mall West Entrance at the Fireplace near American Girl and Ice Skate USA

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### ABOUT MEMORIAL CITY

The city-within-a-city, Memorial City is a premier mixed-use development owned and managed by MetroNational. Located in west Houston, Memorial City runs along the Interstate 10 corridor, just inside Beltway 8, and contains 7.6 million square-feet of developed real estate across 265 acres. Memorial City is a unique blend of Class A office space; retail, including the 1.7 million square foot Memorial City Mall; garden and high-rise residential living; upscale hotel accommodations including The Westin Memorial City; and the Memorial Hermann Memorial City Medical Center, the second largest medical campus in the Houston metropolitan area. For more information visit [www.memorialcity.com](http://www.memorialcity.com).

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