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**EXPERIENCE HAWAII'S CULTURE, FASHION AND FUN
AT ALA MOANA CENTER**

Ala Moana Center offers a wide array of free entertainment and events to give shoppers a taste of Hawai'i's diverse cultural traditions and contemporary fashion with an island twist. The Center is an entertainment oasis with world-class shopping, dining and events.

Ongoing:

The Ala Moana Hula Show

The Ala Moana Hula Show, a free, 20-minute production featuring both *kahiko* (traditional) and modern hula, is held Monday-Saturday on the Street Level 1 at Centerstage at 1 p.m.

Ala Moana Center Keiki Hula Show

Every Sunday, enjoy the *Ala Moana Center Keiki Hula* show at Centerstage at 1 p.m. The hula show demonstrates how the tradition of hula is perpetuated through Hawai'i's children.

Center Events:

Fukubukuro – January 1 (New Year's Day)

Ala Moana Center's take on this popular, well-known Japanese tradition takes place on January 1 each year. Shoppers are invited to visit participating merchants throughout the mall and purchase grab bags filled with exciting "mystery" merchandise for at least 50 percent off of the contents' retail value. Bags range in price from \$10 to \$5,000 and more than 8,000 mystery bags are sold each year. Hundreds of shoppers line up at their favorite stores hours in advance, eager to get their hands on at least one of the highly sought-after bags. The annual Fukubukuro event is inspired by Japan's lavish New Year's Day event that attracts hundreds of thousands of excited shoppers hoping to cash in on the first sale and deal of the year. A sampling of participating stores in 2016 included Bloomingdale's, CH Carolina Herrera, Gucci, Michael Kors, Samantha Thavasa, Microsoft, lululemon athletica and Victoria's Secret.

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Add 1

Chinese New Year Celebration – February 4-6, 2016

Shoppers can experience the rituals and traditions of an authentic Chinese New Year celebration with Ala Moana Center. Every year, the center is transformed into a bustling cultural fête. Local residents and visitors turn out to watch lion dance performances by local lion and dragon dance teams. The lions dance throughout the Center collecting *lai see* (lucky red envelopes) from participating merchants as well as shoppers, a Chinese custom that encourages luck and prosperity in the New Year. In addition to lion dancing, shoppers can enjoy lion pole jumping and kung fu demonstrations.

Shop a Le'a – March 14-20, 2016

Ala Moana Center's spring shopping and fashion event, Shop a Le'a – Seven *Blissful* Days of Shopping Euphoria, takes place in March. A "Passport to Luxury" event will headline the festival, and other events throughout the week including high-profile fashion shows, trunk shows, gift-with-purchase incentives, sweepstakes, and center-wide shopping and dining offers.

4th of July Celebration – July 1-4, 2016

Ala Moana Center's annual Fourth of July celebration, a tradition in Hawai'i for 25 years, boasts one of the nation's largest fireworks display and the biggest in the state. The 4-day event features a 20 percent Savings Pass valid at participating merchants, a special sweepstakes, a full schedule of live entertainment at Centerstage and a fireworks extravaganza right offshore.

Island Style Holidays – November and December

The holidays at Ala Moana Center are filled with a special Hawaiian brand of seasonal cheer. Once the world-famous 37 foot Santa Claus figure is up, visitors and locals know that the holiday season is officially here. The Center's aim is to make shopping during the holiday season a cinch with extended holiday hours, more than 340 stores, family-friendly events such as photo opportunities with Santa himself, a Holiday Hula Show, special rewards and so much more.

For information about Ala Moana Center, please visit www.AlaMoanaCenter.com. Follow Ala Moana Center on [Twitter @AlaMoanaCenter](#), [Facebook](#), and [Instagram @AlaMoanaCenter](#).

ABOUT ALA MOANA CENTER

Ala Moana Center is the world's largest open-air shopping center with 2.4-million-square-feet of retail space. Anchored by Bloomingdale's, Neiman Marcus, Nordstrom and Macy's, the property is home to more than 340 stores and restaurants, including an extensive selection of international and luxury brands, one-of-a-kind specialty stores and more than 80 dining options. The center is also one of Hawai'i's most frequented destinations, attracting 48 million shopping visitations each year. Ala Moana Center is located at 1450 Ala Moana Boulevard Honolulu, Hawai'i 96814.

EXPERIENCE HAWAII'S CULTURE, FASHION AND FUN AT ALA MOANA CENTER

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Ala Moana Center is owned and managed by General Growth Properties, Inc., an S&P 500 company focused exclusively on owning, managing, leasing, and redeveloping high-quality retail properties throughout the United States. GGP is headquartered in Chicago, Illinois, and publicly traded on the NYSE under the symbol GGP.

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