



## THE SHOPS AT CITY CENTER ANNOUNCE SHOPTOBERFEST

**Event from Oct. 16 to 31 includes in-store promotions, decorated scarecrows in each shop and restaurant, Community & College Day and Monster Dash pub run**

**Allentown, PA, October 13, 2015** – The Shops at City Center in Downtown Allentown announced today Shoptoberfest, a 16-day event featuring in-store promotions, decorated scarecrows in each shop and restaurant, a Community & College Day and the Monster Dash pub run. Shoptoberfest will run from Oct. 16 to 31, 2015.

The Shops at City Center include Moravian Book Shop, Sage, Aquarius, 7th & Sole, Assembly 88, Popmart, RE:Find, Sorrelli, Ruby's Floral Factory, Minuteman Press and Cork & Cage. During Shoptoberfest, The Shops at City Center will offer sales, giveaways, prize drawings and special events ranging from mini-makeovers to happy hours to a book signing. Visit [citycenterlehighvalley.com/shoptober](http://citycenterlehighvalley.com/shoptober) for a complete schedule of Shoptoberfest promotions.

A scarecrow contest will run from October 16 to 31, with decorated scarecrows on display in each shop as well as in the restaurants at The Shops at City Center, which include The Hamilton Kitchen & Bar, CENTRO, grain., The Dime, ROAR Social House and HUSH, Shula's Steak House, Tony Luke's, Greenmouth Juice Bar & Café, Center Ice, nosh @ nana's and Starbucks. The public can vote for their favorite scarecrow at [Facebook.com/CityCenterLehighValley](https://www.facebook.com/CityCenterLehighValley).

A Community & College Day will be held October 17 in the new park on The ArtsWalk at City Center. Live entertainment will be provided by Dave Fry from 12 to 2 p.m. and by various Muhlenberg College performing arts groups and the YEA! Xcape dance group from 2 to 5 p.m. Free kids' activities will also be available in the park, and gift cards and prizes from The Shops at City Center will be awarded throughout the afternoon.

On October 30, The Shops at City Center will host the first Monster Dash, a pub run that will visit Shula's Steak House, CENTRO, grain., ROAR Social House and The Hamilton Kitchen & Bar. Participants will gather outside Shula's Steak House on The ArtsWalk at City Center at 6:45 p.m. in their most monstrous Halloween costume.

Customers of The Shops at City Center can always park free in the Arena Deck with a purchase from a participating store or restaurant.

Visit [citycenterlehighvalley.com](http://citycenterlehighvalley.com) for complete Shoptoberfest and Park & Shop details.



**About City Center Lehigh Valley:**

[City Center Lehigh Valley](#) is a major mixed-use development that is helping transform Downtown Allentown, Pennsylvania, into one of America's most vibrant urban communities and a regional center of excellence for business, culture and metropolitan living. With Allentown's new arena, PPL Center, at its core, City Center includes three Class A office towers, the Renaissance Allentown Hotel, Strata Luxury Flats and The Shops at City Center as well as upscale restaurant space, loft-style office space and a coworking space called Velocity. City Center's total investment in Downtown Allentown is \$400 million.

**Media Contact:**

Jeff Vaughan, Vaughan Communications Group, [jv@voncom.com](mailto:jv@voncom.com), 610-533-4264