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**SOUTH COAST PLAZA CELEBRATES THE YEAR OF THE DOG
FEBRUARY 13 – MARCH 4, 2018**

Costa Mesa, Calif. (January 2018) – South Coast Plaza ushers in the Lunar New Year with a celebration filled with special gifts, family-friendly events, free activities and entertainment Feb. 13-Mar. 4, 2018. Now on its eighth year, South Coast Plaza's 20-day Lunar New Year festivities are the largest and most extensive of any retail center on the West Coast, drawing visitors from Southern California and abroad.

Shoppers will have many opportunities to mark the occasion. They can receive a gift of a limited-edition Year of the Dog crystal jar with a minimum purchase, select from an array of Lunar New Year-related items at many participating boutiques, attend in-store events, enter to win prizes from luxury boutiques, view works of art and a historical exhibit, see specially-designed store displays and windows, enjoy free entertainment and activities on weekends, and more.

As part of a yearly tradition at South Coast Plaza, a dramatic Lunar New Year centerpiece will be on display in Jewel Court on Feb. 13. The centerpiece will depict eight dogs and a moon gate in a magnificent Asian garden with gold coins and ingots symbolizing good fortune and a firecracker floating overhead. A new addition this year is Tales of Tradition, an art exhibit of 12 papier-mâché dogs created by LIULI Crystal Art for South Coast Plaza and displayed throughout the center.

"South Coast Plaza continues to be at the forefront of Lunar New Year retail celebrations by providing the best in exclusive and relevant experiences," said Debra Gunn Downing, spokeswoman for South Coast Plaza. "From limited-edition products to new and unique exhibits and entertainment, South Coast Plaza is the ultimate destination for all who observe this annual tradition with style."

ABOUT SOUTH COAST PLAZA

Renowned as a leading international shopping destination, South Coast Plaza is home to more than 250 prominent boutiques, critically-acclaimed restaurants and the adjacent celebrated Segerstrom Center for the Arts. It is the West Coast's premier shopping experience, with its proximity to beaches and John Wayne Airport, customized concierge services, and unparalleled collection of diverse retailers — from Gucci, Hermès, Cartier and Harry Winston to Roger Vivier, Dolce&Gabbana, The Webster, Dior, Dior Homme and more. Now celebrating its 50th year, South Coast Plaza is located in Orange County, California, in the city of Costa Mesa. Information: southcoastplaza.com or 800.782.8888.

SOUTH COAST PLAZA'S LUNAR NEW YEAR HIGHLIGHTS



ENTERTAINMENT:

Lunar New Year Weekend Entertainment (Feb. 17-19 and Feb. 24-25)

Enjoy a variety of weekend entertainment during Lunar New Year featuring traditional Asian cultural performances and new talents, including Lion Dance, UniStar Children's Variety Show, ETTV Top Idol singers, K-pop performers, a Chinese zodiac expert and more. 1-5pm in Carousel Court, Level 1.

Children's Lantern Crafts (Feb. 17-19 and Feb. 24-25)

Children can assemble decorative Lunar New Year lanterns celebrating The Year of the Dog at the craft station from 1-5pm in Carousel Court, Level 1. The lanterns are complimentary.

Artisanal Craft Tables (Feb. 17-19)

Local artisans will demonstrate traditional hand-crafted arts from 1-5pm in Carousel Court, Level 1. Select crafts will be available for purchase.

Photo Exhibition (Feb. 13 – Mar. 4)

Building A New Bridge: President Nixon's Legacy in Three Chinese Cities

During the historical "week that changed the world," President Nixon visited three Chinese cities. The trip's enduring legacy – friendship between the United States and China – is illustrated in photographs presented by South Coast Plaza with Xinhua News Agency, Nixon Library and the China National Tourist Office.

Tales of Tradition (Feb. 13 – Mar. 4)

Discover the traditions of Lunar New Year celebrations through exclusive art sculptures displayed throughout the center. Twelve papier-mâché dog figures, created by LIULI Crystal Art especially for South Coast Plaza, embody symbols, traditions and cultures of the most important festival celebrated in the Chinese society.

PROMOTIONS:

Gift with Purchase (Feb. 13-25)

Receive an exclusive Blessed Messenger limited edition jar by LIULI Crystal Art with a minimum of \$2,500 in same-day purchases from any combination of South Coast Plaza boutiques and restaurants (excluding department stores). Gift is redeemable in the ACCESS VIP Suite, Saks Fifth Avenue Wing, Level 2.

Enter-to-Win Extravaganza (Feb. 13 – Mar. 4)

South Coast Plaza's annual Enter-to-Win contest features an opportunity to win luxury prizes from a variety of South Coast Plaza boutiques and a South Coast Plaza \$1,000 shopping spree. Enter-to-win forms will be offered at all four concierge locations thru March 4. The drawing will be held on March 20 and winners will be notified.

UnionPay Card Promotion (Ongoing)

Enjoy shopping at South Coast Plaza with your UnionPay card. Receive a \$100 South Coast Plaza gift certificate when you present a minimum USD \$2,000 in same-day receipts from South Coast Plaza boutiques on your UnionPay card (starting with 62) at any of four South Coast Plaza Concierge locations. Gift certificate limited to one per card, per day. For details and redemption guidelines, visit any South Coast Plaza concierge location.

Specialty Products (Ongoing)

Many South Coast Plaza boutiques are offering limited-edition items, capsule collections, and themed products to celebrate the Year of the Dog and/or Lunar New Year. View a selection:

<http://www.southcoastplaza.com/stories/2018/01/the-year-of-the-dog-must-haves/>

Window Displays

Many South Coast Plaza boutiques will celebrate The Year of the Dog with special visual displays and events.

SOCIAL MEDIA:

Follow South Coast Plaza on Instagram, Facebook, Twitter, Weibo and WeChat for Lunar New Year celebration updates.

Hashtag: #SCPLunarNewYear