

# WOODBURN COMPANY STORES

**Media contact:** Linda Collier  
[linda@radiancecom.com](mailto:linda@radiancecom.com) or 503-267-8373

## **Woodburn Company Stores Ends 2011 with Record Traffic and Sales**

*Looks Forward to a Ground-Breaking 2012 Retail Year*

**WOODBURN, Ore.** – February 6, 2012 - Woodburn Company Stores announced today that it achieved a six percent increase in 2011 sales, compared to the same period in 2010, driven in part by an increase in motor coach visitors. The popular Willamette Valley destination performed well above national industry standards drawing a record 4.4 million visitors in 2011.

### **Other Key Highlights for 2011:**

- **19% increase in traffic** for the 24-hour Moonlight Madness shopping event attracting nearly 60,000 shoppers Thanksgiving night and Black Friday.
- **Tenants lead respective chains for sales:** Nike Factory Store was second in the region for sales during Moonlight Madness and The North Face was second among its peers nationwide. Several other stores set sales records for this 24-hour period and the year.
- Continued recruitment of nationally-recognized brands with key store openings including **American Eagle Outfitters** and **The North Face** completed an expansion to 8,995 square feet as the mall continues to attract the rapidly growing “weekend warrior” and outdoor enthusiast market.
- Oregon’s tax-free retail environment continued to attract domestic and international visitors. A recent Canadian sales tax also resulted in a healthy spike in tourists and motor coach operators from the Vancouver area. In total, **720 buses carrying nearly 23,000 domestic and international visitors** stopped in Woodburn Company Stores in 2011.
- **“Going Green:”** Woodburn Company Stores installed two [Blink®](#) electric vehicle (EV) charging stations that will help drivers “plug in” along the busy Interstate 5 corridor outside of Portland, Oregon.
- **“LEEDing” the Way:** Woodburn Company Stores unveiled a new state-of-the-art LED outdoor billboard which uses energy efficient LED bulbs. The sign promotes sales, community events and display photos of missing and endangered children.

**About Woodburn Company Stores**

Established in 1999, Woodburn Company Stores is the largest tax-free outlet center in the western United States. The award-winning center features more than 98 upscale outlet stores and attracts more than 4.4 million visitors each year. Woodburn Company Stores, a Craig Realty Group property, is conveniently located off Interstate 5 at Woodburn exit 271, just 30 minutes south of downtown Portland and 20 minutes north of Salem. For information, visit [www.shop-woodburn.com](http://www.shop-woodburn.com), [www.facebook.com/woodburncompanystores](http://www.facebook.com/woodburncompanystores) or [www.outletgals.com](http://www.outletgals.com).

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