



Media contact: Linda Collier
linda@radiancecom.com, 503.267.8373

LED SIGN TO "LIGHT UP" AT WOODBURN COMPANY STORES

Using Energy Efficient LED Bulbs, Sign Will Promote Sales, Community Events and Display Photos of Missing and Endangered Children

WOODBURN, Ore. – *June 13, 2011* – On July 1, 2011, Woodburn Company Stores will unveil a new state-of-the-art LED outdoor billboard. Nestled beside the busy Interstate 5 corridor, the spectacular screen will project high-impact, high-definition images and messages daily from 5 am to midnight, reaching tens of thousands of commuters traveling between Portland and Salem each month.

"We worked diligently for nearly two years with the great folks at the City of Woodburn and other community groups. We're excited the date has finally come to celebrate with the community over the Fourth of July weekend," states Teri Sunderland, general manager.

The Official Unveiling

- Date: July 1, 2011
- Times: 8:00 pm LED Sign Lights Up
8:00 pm - midnight After Dark Sale
9:30 pm Fireworks Display

About The LED Sign

Illuminating the sky with nearly 213,000 light emitting diodes (575 LEDs per square foot), the sign requires only one-tenth the energy to operate versus using traditional bulbs. Made up of 416 panels and standing nearly 18 feet tall, about the size of a giraffe, this new LED screen provides the versatility for all 95 outlet stores to promote big sales. The sign will also be used to help spread the word about fun center and community events such as Shopping Extravaganza, the Wooden Shoe Tulip Festival, Woodburn Fiesta Mexicana, and Bauman's Farm Fall Harvest.

In addition, the center has partnered with the National Center for Missing and Endangered Children to help find lost children in Oregon. Each year in May, Woodburn Company Stores will display photographs of missing children from the state of Oregon or believed to be in Oregon, on its website and on the LED sign in an effort to bring attention to the thousands of children who are missing.

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 95 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, www.facebook.com/woodburncompanystores or www.outletgals.com.

#