# This Holiday Season, It's a Simon® Thing

November 19, 2026

*New holiday chapter of Simon's national brand campaign celebrates the festive experiences that bring people together at Simon Malls® and Premium Outlets®, where holiday shopping is easier and more rewarding*

INDIANAPOLIS, Nov. 19, 2026 /PRNewswire/ -- Simon®, a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations, today launched the holiday chapter of its "It's a Simon Thing" national brand platform. Across more than 200 Simon Malls and Premium Outlets in the U.S., the campaign showcases the brands, experiences and holiday traditions that make Simon the holiday shopping destination, along with easier, more rewarding ways to find the right gift for everyone on the list.

"The holidays are all about being together, and people are craving real connection now more than ever," said Lee Sterling, Chief Marketing Officer at Simon. "For generations, the mall has been a third place where families and friends have shared the season, from a special visit with Santa to that annual trip to find the perfect gifts. This season and always, we're celebrating those traditions and the new ones being made every day."

**A HOLIDAY CAMPAIGN FOR EVERY GENERATION**
Since launching this fall, *"It's a Simon Thing"* has drawn more engagement than any other brand campaign in Simon's history. The holiday chapter celebrates all the *things* that make shopping at Simon Malls and Premium Outlets special. It includes a new TV commercial, as well as fun, social-first content, creator partnerships and local storytelling from Simon's centers across the country.

The new commercial celebrates the holiday memories made at the mall, year after year. Filmed at Simon centers nationwide, it captures the moments families look forward to every season set to "Holiday" by Vampire Weekend, a song that inspires the joy and nostalgia of the season.

On Simon's social channels, the original content series returns with holiday editions on @TheMall™ and @TheOutlets. A new season of People @TheMall offers a humorous, documentary-style look at the shoppers you see every season, from Black Friday early birds to the dad waiting by the fountain, while Mic'd Up @TheMall, the man-on-the-street interview series, returns with its mix of heartfelt moments and humor. Creators are joining in, too, sharing the traditions that make the holidays a Simon thing, including a series of hand-drawn and stop-motion animations that reimagine holiday moments at the mall.

**HOLIDAY TRADITIONS AND BLACK FRIDAY SURPRISES**
More than a place to shop, the mall is where communities come together during the holidays.
Festive holiday experiences, including dazzling tree lightings and community performances, create memorable moments to share. Photos and visits with Santa remain a cherished tradition for families, and Simon centers nationwide are making them even more special with events like Breakfast with Santa, Pet Photos with Santa and more.

Black Friday at Simon always comes with surprises. On November 27, Simon is teaming up with MrBeast Feastables to bring sweet holiday cheer to shoppers. Simon+ members will receive limited-edition Feastables Creamy Peanut Butter Snowman Cups** while supplies last at 95 participating Simon centers. Scanning the QR code on the product connects shoppers to The Feastables $10K Dash Contest, where shoppers can submit their plan to spend $10K in 25 minutes at one of three participating Simon centers.† The eligible shopper who submits the best plan will get to attempt that shopping spree with travel provided.

**SHOPPING MADE EASIER AND MORE REWARDING**

Between hunting for the perfect gift and tracking down the best deals, the holidays keep shoppers busy. Simon makes both easier, bringing products and offers from hundreds of brands together in one place, so shoppers can spend more time enjoying the season.

**Simon Search** ™ lets shoppers search more than 2 million products from hundreds of brands across nearly 200 Simon centers. Shoppers can check what's in stock, compare products across brands, and browse online inventory from **ShopSimon.com**, the mall that never closes. Simon Search is available on Simon.com, in the Simon app, and digital directories.

Simon.com and the Simon app also feature Black Friday and holiday offers from top brands. **Simon+®,** Simon's free-to-join loyalty program, takes it further by giving members access to exclusive offers and rewards from more than 1,000 brands*. Members can get deals on top of deals, while also earning* points on purchases at Simon's 200+ Malls and Premium Outlets, and on ShopSimon.com. Shoppers can sign up at **plus.simon.com** or in the Simon app.

**About Simon**

Simon® is a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment, and mixed-use destinations (Simon Property Group, NYSE: SPG). Our properties across North America, Europe, and Asia provide community gathering places for millions of people every day and generate billions in annual sales.

**About Feastables**
Feastables is a global snacking company founded in 2022, by the world's largest creator, Jimmy Donaldson (better known as MrBeast) with a clear purpose of becoming a force for good. By working with farmers and their families in cocoa growing communities throughout West Africa, Feastables aims to revolutionize the chocolate snacking industry by helping as many kids as possible to get off working farms where they participate in hard labor work and into local schools. Knowing this is not an easy goal to achieve and will not happen overnight, Feastables is partnering with other leaders to

change the West African cocoa bean supply chain. Part of the MrBeast family, Feastables is headquartered in Chicago, Illinois. **www.feastables.com**

**Deals, experiences, and giveaways vary by property, and Rewards Program Terms apply to participation in and the awarding of points and other benefits of Simon+.*

*** See Official Rules of giveaway at your participating Simon center.* ***ALLERGY WARNING:*** *THIS FEASTABLES PRODUCT CONTAINS* ***PEANUTS, MILK, AND SOY*** *AND MAY CONTAIN TREE NUTS, WHEAT, EGG, AND SESAME. INDIVIDUALS WITH A PEANUT ALLERGY (OR ANY OTHER FOOD ALLERGY OR SENSITIVITY) SHOULD NOT CONSUME THE PRODUCT.*

*†NO PURCHASE NECESSARY. Legal residents of the 50 U.S. (& D.C.) 18 years or older at time of entry. Ends 12/1/26 at 11:59 p.m. ET. Entries will be judged. See Official Rules at QR Code link on Feastables product for how to enter, judging criteria, prize descriptions and all details. Void where prohibited.*







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