



## **\*Media Advisory\***

### **Second Annual “Sing for Bling” Returns to Westgate City Center Kicking Off Month of Holiday Programming**

*Belt Out a Holiday Tune, Shop and Dine For Free at Westgate*

(Glendale, Ariz. November 17, 2009) – What better way to recover from Black Friday than “Sing for Bling Saturday?” Once again, [Westgate City Center](#) is rewarding guests with little “bling” this shopping season. The catch – they must have gumption enough to belt out their favorite holiday jingle in front of a Plaza full of people. On Saturday, November 28, beginning at 11 a.m., Westgate is hosting its **Second Annual “Sing for Bling.”** Take the stage and the mic, sing a Christmas carol, and win prizes and gift cards from Westgate restaurants and retailers (*while supplies last*).

Who couldn’t use a freebie – even if it costs a little dignity?

Did we mention performers will also be broadcast LIVE on our 30-by-50-foot LED screen? It’s not for the easily embarrassed or the faint-of-heart, but we will wet your whistle with a complimentary candy cane, and our elves will be on hand for some post-performance therapy. The payoff is worth the potential for a little public humiliation.

Once again, this holiday season, you sing ... we bling! Hosted by AJ from Mix 96.9.

And Sing for Bling kicks off a full month of holiday programming in Fountain Park. That same night, Westgate will light its 40-foot holiday tree. Weekend holiday activities include carolers, candy canes, hot chocolate, real snow and much, much more. For a full schedule of events, visit [westgatecitycenter.com](http://westgatecitycenter.com).

- WHO:** Westgate City Center
- WHAT:** Second Annual Sing for Bling, kicking off the 2009 Holiday Season
- WHERE:** Loop 101 and Glendale Avenue  
Sing for Bling: WaterDance Plaza  
Tree Lighting: Fountain Park
- WHEN:** Saturday, November 28  
Sing for Bling: 11 a.m. – 3 p.m. (*or until all gifts are distributed*)  
Tree Lighting: 5 p.m.

*more*

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**PARTICIPATING**

**MERCHANTS:** Bice Bistro, Cold Stone Creamery, Johnny Rockets, Just Sports, Margaritaville, McFadden’s Restaurant and Saloon, My Big Fat Greek Restaurant, Ridemakerz, Runway Royalty, Saddle Ranch, The Shout! House, Trendy Tag Boutique, Westgate, Which Wich, Yard House, the Phoenix Coyotes, Jobing.com Arena and others.

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