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FOR IMMEDIATE RELEASE

**Santa will be arriving with his live reindeer at Dimond Center**  
*Dimond Center teams up with Red Cross & Hospice this Holiday Season*

ANCHORAGE, AK – On Saturday, November 21 Santa will arrive with two live reindeer, for the third consecutive year. From 10am-12pm children may pet and take pictures with the reindeer. Free cookies and milk will toast Santa's Arrival, sponsored by Mrs. Field's. Bill Hauser will be treating us to live Christmas carols. The event will be held at the Gap Kids Courtyard on Level 1. Magic 98.9 FM will be broadcasting the event live.

**Remembrance Tree by Hospice of Anchorage**

Dimond Center has teamed up this holiday season with Hospice of Anchorage, a non-profit that meets the needs of individuals and families in our community with a life-limiting progressive illness.

Hospice will be bringing in their Remembrance Tree on November 21; just in time for Santa's Arrival all through the holidays, until Christmas Eve. Shoppers and local businesses can dedicate a paper ornament on the Remembrance Tree for a donation, and thus honor the memory of their loved ones as well as shine a caring light into the lives of the dying and the grieving families in our community.

This year Dimond Center will be matching donations given to the Remembrance Tree up to \$9,000.

**Gift Wrapping by Red Cross of Alaska**

Red Cross of Alaska volunteers will have a gift wrapping booth this holiday season located in the hallway between AT&T and Old Navy. All proceeds will go directly to the Red Cross and be used to benefit those in need in Alaska.

**For more information:**

[www.dimondcenter.com](http://www.dimondcenter.com)

[www.facebook.com/dimondcenter](https://www.facebook.com/dimondcenter)

**About Dimond Center**

Founded in 1977, the Dimond Center is a family-owned Alaska shopping center that is home to retail stores, restaurants, professional offices, a bowling alley, ice chalet, athletic club and movie theaters. Creating synergy among all these resources Dimond Center continues its founding commitment to community and family. With more than 700,000 square feet, Dimond Center is the largest shopping center in Alaska.