



CHAMPLAIN CENTRE CARES

2019 YEAR IN REVIEW



CHAMPLAIN CENTRE SNAPSHOT

YOUR SHOPPING, DINING, AND ENTERTAINMENT DESTINATION

900

**JOB'S BROUGHT TO PLATTSBURGH &
CLINTON COUNTY**

6 million

ANNUAL VISITORS

55+

BUSINESSES

JULY 1, 1987

Champlain Centre opened its doors to the public.



TO OUR FRIENDS, PARTNERS, NEIGHBORS AND GUESTS:

Champlain Centre experienced another successful year with the non-profit groups of Plattsburgh, our host community, as well as Clinton, Essex and Franklin Counties! Champlain Centre donated space to 65 not-for-profits and collaborated with them to hold over 135 events at the center in 2019. Partnering with and giving back to our community is important to us and we believe it is part of what makes the center successful. We are pleased to work with all not-for-profit organizations looking to benefit from the center, whether a tabling opportunity for fundraising and awareness campaigns, or a large event in the common area. Our doors are always open!
Together, we can make a difference.



“ This is the 13th year that Champlain Centre has hosted the event and the ARC Foundation is so thankful and appreciative of their generosity and assistance with making this event successful. ”

Jared West, Marketing Director, ARC Foundation

Festival of Trees

Champlain Centre is happy to host the ARC Foundation’s annual Festival of Trees in the events courtyard during November and December each year. Local businesses and organizations sponsor the event, by decorating artificial Christmas trees. The trees are then raffled off to shoppers. The Festival of Trees campaign is the ARC’s largest campaign all year. The holiday event raises funds for the ARC Foundation, which provides financial support for programs and services that enhance the lives of developmentally disabled people in Clinton County.



Make-A-Wish

Champlain Centre was pleased to welcome Trevor and his family to Gander Outdoors for a \$5,000 shopping spree. His wish to have a great outdoor adventure with his family was successfully granted this year.



Pinewood Derby

The 9th Annual Adirondack District Cub Scout Pinewood Derby was held in April, with over 300 people in attendance to watch the scouts race their homemade cars.

Butterfly Release

Celebration of Tobacco Free Anniversary

For the third year in a row, Champlain Centre hosted a celebration with Tobacco-Free CFE, Reality Check and the Ted K Center to celebrate World No Tobacco Day. Champlain Centre partners with Tobacco-Free CFE to supply caterpillars to the Ted K Center kids, to grow and release into our butterfly garden to signify the positive change of the decision to quit smoking. Champlain Centre is also a tobacco-free property and celebrates its 7th year anniversary as a smoke-free property.

“ Your butterfly release event was so charming and such an excellent idea. That idea to incorporate the community, especially children and youth, was very positive and helps send the right message-that the policy is for the betterment of health and community rather than policy. ”

-Jill Tamashiro, Secondhand Smoke Coordinator, Hawaii State Department of Health

Our concept is currently being used in malls throughout Hawaii.



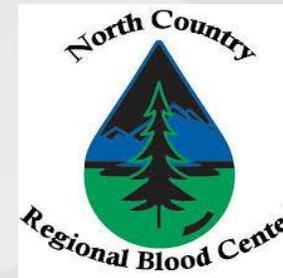
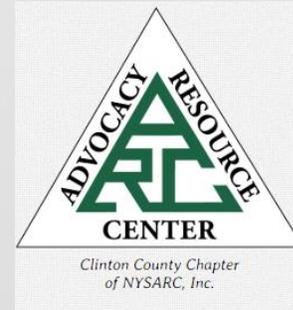
SPREADING THEIR WINGS



KAYLA BREEN/STAFF PHOTO

Ted K. Center Educational Coordinator Tom Neale (right), teachers aide Sophie Ward (center) and kids from the Ted K. Center watch in awe as painted lady butterflies take flight from the Little Butterfly Garden enclosures that the kids raised them in from caterpillars during a butterfly release to celebrate Champlain Centre mall's seven-year anniversary as a smoke-free property. The butterfly release was also significant as it took place on World No Tobacco Day, June 4.

CHAMPLAIN CENTRE IS PROUD TO PARTNER WITH THE FOLLOWING COMMUNITY ORGANIZATIONS



AWARENESS CAMPAIGNS

Groups using the center for fundraising purposes will not only be in the eyes of 6 million annual visitors, but also our social media outreach. Champlain Centre is happy to help promote organizations in order to let our guests know about worthy causes.

Have a question? A campaign? An event? Or looking for more information, please don't hesitate to reach out. We'd love to hear from you!

Champlain Centre is a part of a community, just like your Organization, and we look forward to working with you in 2020 and beyond!



DONATION REQUESTS

Champlain Centre event space and display space is FREE for non-profit use. Groups are asked to fill out and submit the required paperwork in order to be granted access.

Many of our stores, restaurants, and entertainment venues will partner and donate to various not-for-profit organizations. Please submit your request to the marketing department at emilymoosmann@pyramidmg.com two (2) months prior to event date and the team will process your request.



FROM OUR FAMILY TO YOURS, THANK YOU!

Champlain Centre is the premier shopping and entertainment destination of the North Country. Champlain Centre offers more than 50 stores including Target, Best Buy, Dick's Sporting Goods, JCPenney, Kohl's and Hobby Lobby, a movie theater, and more! With its unique and diverse tenant mix, Champlain Centre is the go-to place for local shoppers and tourists alike.

#ChamplainCentre

www.champlaincentre.com

518.561.8660 • Plattsburgh, NY

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