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## THE MALL OF MONROE

Contacts:

Joe Bell  
Director of Corporate Communications  
CAFARO  
[jbelle@cafarocompany.com](mailto:jbelle@cafarocompany.com)  
330-747-2661 ext. 771  
724-730-4532 (Mobile)

Amy England  
Marketing Director  
The Mall of Monroe  
[marketing@mallofmonroe.com](mailto:marketing@mallofmonroe.com)  
734-242-9150

# The Mall of Monroe Debuts

A new look. A new attitude. A new name. That's what awaits the people of southeast Michigan as Frenchtown Square Mall changes its name to **The Mall of Monroe**. The new identity is a natural extension of a multi-million dollar renovation. This regional shopping, dining and entertainment is located in Frenchtown Township, but has served a much larger geographic area for more than two decades. "In actuality, our loyal customers come from all over Monroe County, and as far south as Toledo.", said Anthony Cafaro, Jr., Vice President. "The new name reflects our dedication to being the hometown mall of choice for the Greater Monroe area."

The new logo for The Mall of Monroe was unveiled today at an all-day celebration of the physical transformation the mall has undergone. Over the past seven months, workers have labored through the nights installing carpeting and Italian porcelain floor tile, skylights to accompany modern ceiling treatments, a beautiful new food court, new mall entranceways, "relaxation stations" with soft seating, new signage and repaved parking areas with upgraded lighting.

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The Grand Reopening festivities included music, refreshments, prize giveaways and other special events. In appreciation for the support the community has shown over the years, the Mall of Monroe donated \$5,000 to the God Works Family Soup Kitchen. Another gift of \$5,000 went to the Monroe County Chamber of Commerce to help advance its economic development efforts.

Fans of the movie *Twilight* were treated to a personal appearance by star Peter Facinelli, who portrays Dr. Carlisle Cullen in the hit film. Autographs and photos were available for sale, with partial proceeds benefitting the Alex's Lemonade Stand Foundation, a charity that supports childhood cancer research.

While construction crews were busily enhancing the appearance and amenities at The Mall of Monroe, our real estate specialists have been working diligently to introduce fresh new retail offerings. Value-oriented merchants such as Wear District and Kitchen Collection have joined our lineup of dependable favorites such as Target, Elder-Beerman, Sears and Phoenix Theatres and 40 other specialty shops. Other enticing new retail concepts are now in the process of making a home at The Mall of Monroe.

The Mall of Monroe is a 620,000 square foot facility serving the people of southeast Michigan since 1988. For more information, visit online at [www.mallofmonroe.com](http://www.mallofmonroe.com). This regional retail center is owned and managed in association with Cafaro affiliated companies, based in Youngstown, Ohio. One of the nation's largest privately held shopping center developers, the Cafaro organization owns and oversees more than 30 million square feet of commercial real estate in 11 states. Founded by the late William M. Cafaro in the 1940's, the firm is now celebrating its 60<sup>th</sup> Anniversary as a family owned and managed business. For more information, visit online at [www.cafarocompany.com](http://www.cafarocompany.com).

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