



CITADEL OUTLETS CELEBRATES YEAR OF THE RABBIT BY GIVING AWAY THOUSANDS OF RED ENVELOPES

Shoppers can Celebrate Lunar New Year with a Free Weekend Celebration of Cultural Events and Exclusive Deals

LOS ANGELES, Calif. (January 18, 2023) – To ring in the Year of the Rabbit on January 21, [Citadel Outlets](#) will celebrate Lunar New Year with traditional décor and a weekend of authentic performances. Through February 13, LA’s premier outlet shopping center will be decked out with a 17-foot Chinese pagoda display, red lanterns and thousands of red envelopes will be given away in honor of the ancient “Red Envelope” gifting tradition. In addition to receiving good luck and fortune, visitors can experience the magic of Lunar New Year with the center’s celebration on January 21 and 22.

“We are honored to host our annual Lunar New Year celebration; with visitors from different countries and cultures visiting Citadel Outlets daily, we’re excited to unite shoppers for this special holiday,” said Manny Pereida, Sr. Marketing Manager at Citadel Outlets. “It’s so fun to see guests getting into the spirit of the season as they rip open red envelopes, snap photos with our 17-foot Chinese pagoda display and watch our special, traditional lion, drum and folk dancers perform.”

Citadel Outlets will honor the ancient “Red Envelope” gifting tradition by distributing red envelopes at Customer Service for a chance to receive special offers, discounts and gift cards. The tradition, symbolizing good luck and well wishes for the New Year, is a gift meant to express appreciation for the center’s wonderful shoppers and international visitors. Stores offering discounts in the Red Envelope Giveaway include Columbia, DKNY, Karl Lagerfeld, Kipling, Levi’s and more. Envelopes will be distributed through February 13 or while supplies last.

On Saturday, January 21 and Sunday, January 22, guests can feel the magic of traditional Lion Dance, Big Drum Dance, and Waist Drum Dance performances, as well as live Chinese music and folk dance. Performance times are from 12:00 p.m - 3:00 p.m. Guests can also experience the showcase of Chinese brush painting and calligraphy skills from the Los Angeles Chinese Cultural Center’s talented artists.

Conveniently located off the I-5 freeway, 10 minutes from Downtown LA and within 25 minutes of Beverly Hills, Santa Monica and Orange County, Citadel Outlets is centrally located and easily accessible to both visitors and locals. The retail experience currently features more than 130 world-class brands offered at extraordinary discounts of up to 70 percent off.

For more information about Citadel Outlets, a full list of current deals and discounts from retailers and more information about the various family-friendly events happening throughout the shopping center, please visit www.citadeloutlets.com.

About Craig Realty Group

Craig Realty Group is a shopping center development and management firm founded by Steven L. Craig and is based in Newport Beach, Calif. A leader in the development and management of high income-producing, upscale factory outlet centers, Craig Realty Group owns, operates and manages nearly five million square feet of existing retail development in eight states: Outlets at Anthem in Phoenix, Ariz.; Outlets at Barstow in Barstow, Calif.; Cabazon Outlets located near Palm Springs, Calif.; Citadel Outlets in Los Angeles, Calif.; Outlets at San Clemente in San Clemente, Calif.; Outlets at Castle Rock located south of Denver, Colo.; Outlets at Loveland located north of Denver, Colo.; Outlets at Silverthorne located west of Denver, Colo.; Kapolei Commons, Oahu, Hawaii; East Hills Mall in St. Joseph, Miss.; Outlets at Conroe located near Houston, Texas; Outlets at Hillsboro in Hillsboro, Texas; Outlets at Traverse Mountain in Lehi, Utah; and Outlets at the Dells in Baraboo, Wis. Craig Realty Group founder Steve Craig previously developed Desert Hills Premium Outlets, Carlsbad Company Stores and Woodburn Company Stores, three of the most successful manufacturer outlet centers, and was instrumental in developing Camarillo Premium Outlets. For more information, visit www.craigrealtygroup.com.

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