



TIS THE SEASON...TO GO SHOPPING IN FAIRFAX COUNTY

Special Holiday Deals, Hundreds of Stores & the Visit Fairfax iPhone App Make Holiday Shopping a Breeze

Fairfax County, VA – September 29, 2010 – You’ve made your list. You’ve checked it twice. Now where should you go to shop this season? Fairfax County, Virginia, of course! With more than 200 shopping centers, Fairfax County is home to the best shopping in Northern Virginia so you’ll be able to find just about every store you need to find the perfect gift for everyone on your holiday list.

BLACK FRIDAY DEALS

Everyone is looking for a great deal the Friday after Thanksgiving. Tysons Corner Center will be hosting a fun “Midnight Madness” Black Friday event starting at midnight on November 26th with free giveaways, DJs, and a Free-for-All every hour on the hour from midnight until 5AM, where guests get the chance to dive into a pile of wrapped holiday gifts and find envelopes holding up to \$1,000 in American Express Gift Cards.

For shopaholics planning to travel to Fairfax County for this year’s post-turkey spending spree, there are several great hotel deals available in Tysons Corner up for grabs:

Courtyard by Marriott Tysons Corner Shopping Package (starts at \$99/night) includes breakfast buffet for two, coupon book, Tysons Corner Center canvas tote, and free transportation to/from malls.
www.courtyardtysonscorner.com/specials.php

Crowne Plaza Tysons Corner Shopping Packages start at \$104/night and include breakfast buffet for two, discounts to select stores, a Thomas Pink canvas tote, a copy of Capitol File Magazine, and a Wolford Ball Point Pen, as well as free transportation to/from malls. www.cptysonscorner.com/specials.php

The Ritz-Carlton, Tysons Corner, Shopping Package over the Black Friday weekend is available at a rate of \$279/night. This luxurious package includes a \$50 Tysons Galleria gift card for each night you stay, an American Breakfast for two in the restaurant, overnight valet parking, and a welcome shopping amenity packet upon arrival.

There are a number of other hotels throughout the County that do not have specific shopping packages, but offer access to excellent Black Friday shopping, many with rates starting well under \$100/night!

SO WHERE SHOULD YOU GO?

In addition to thousands of stand-alone boutiques and specialty stores, Fairfax County boasts traditional malls, shopping centers, some of the finest open air shopping districts and Main Street shopping areas around. This means the hardest part for you is figuring out which one you want to experience.

Tysons Corner Center

1961 Chain Bridge Rd. Suite 105, McLean, VA 22102 – ShopTysons.com

Tysons Corner Center is one of the premier shopping malls on the East Coast (and the fifth largest mall in the United States). Visitors discover a fantastic mix of internationally known department and specialty stores (more than 300 in all), delicious eateries, and much more. Special events are offered all year, and the location is also home to one of Visit Fairfax’s Visitor Centers.

Tysons Galleria

2001 International Drive, McLean, VA 22102 - TysonsGalleria.com

Enjoy a day of luxury at Tysons Galleria, the Capital Region’s premier upscale shopping and dining experience. Some of the world’s most luxurious retailers—Burberry, Cartier, Chanel and Versace—are located here, as well as a selection of boutiques including Lacoste, Thomas Pink, Eileen Fisher and Stuart Weitzman. Tysons Galleria is conveniently connected to The Ritz-Carlton, Tysons Corner, perfect for a luxurious weekend getaway or a decadent spa treatment after a long day of shopping.

Fairfax Square

8075 Leesburg Pike, Vienna, VA 22182 - TheShopsatFairfaxSquare.com

The Shops at Fairfax Square features world-class retailers and restaurants in the heart of Tysons Corner, including Tiffany & Co., Elizabeth Arden's Red Door Salon & Spa, Gucci, Louis Vuitton, Hermes of Paris, Morton's The Steakhouse, Chef Geoff's Tysons Corner, and more.

Reston Town Center

11921 Freedom Drive, Suite 100, Reston, VA 20190 - RestonTownCenter.com

Reston Town Center combines elements of the ideal downtown: the vitality of an Italian piazza, the diversity of a French boulevard. Fountain Square serves as a beautiful centerpiece for the open air plaza. Famous names and specialty shops are plentiful, and year-round special events, a seasonal ice skating rink, and a multiplex theater add to the fun for visitors and residents alike.

Fair Oaks Mall

11750 Lee Jackson Highway, Fairfax, VA 22033 - ShopFairOaksMall.com

Fair Oaks Mall offers an upscale mix of more than 190 specialty stores & restaurants, including Macy's, Lord & Taylor, Sears, JCPenney, Apple store, Cheesecake Factory, and Michael Kors. The mall offers gift cards, free gift wrapping, strollers & wheelchairs to visitors along with a free Privilege Card which provides special offers from many of the stores.

Fairfax Corner

Monument Dr. & Government Center Parkway, Fairfax, VA 22030 - FairfaxCorner.com

Visitors can enjoy upscale shopping, restaurants, coffee shops, entertainment and more at Fairfax Corner, featuring 285,000 square feet of retail space in a pedestrian-oriented setting. Special events take place throughout the year.

Springfield Mall

6500 Springfield Mall, Springfield, VA 22150 - SpringfieldMall.com

Springfield Mall has more 200 stores and eateries from which to choose, including JCPenney, Target and Macy's, as well as two 10-screen movie theaters. Located in the southeastern part of Fairfax County, it's a convenient place to shop right off of I-95.

Also, be sure to download the free "Visit Fairfax: Official Visitors Guide to Fairfax County and Northern Virginia" app from iTunes before you head out to help map out your shopping strategy, or preload it on onto any iPhone you plan to give to friends or family members this holiday season.

ABOUT VISIT FAIRFAX

Visit Fairfax is the official tourism organization for Fairfax County, Virginia. Charged with destination marketing and tourism promotion, it is directed by many of the County's top tourism and hospitality leaders. For more information, please visit www.fxva.com.

###

MEDIA CONTACTS:

Sarah Maciejewski
Dir of Communications, Visit Fairfax
sarahm@fxva.com
Ph: 703-752-9502

Melissa Gold
White+Partners PR for Visit Fairfax
melissag@whiteandpartnerspr.com
Ph: 703-793-3450