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Premium Outlets open for business

By **LISA TALLYN**
Staff Writer

After more than a year of construction, Toronto Premium Outlets opens for business today (Thursday).

The centre, located at 13850 Steeles Ave. W (at Trafalgar Rd.), is fully leased with 85 retailers. It's the first Premium Outlets in Canada.

There will be a grand opening ceremony at 9 a.m. when the upscale outlet centre opens featuring a ribbon cutting and welcoming remarks by the president of Simon Property Group's Premium Outlets division John R. Klein, as well as local dignitaries and community leaders. A classic rock band and a group of culturally diverse entertainers will perform throughout the weekend.

Shoppers will be able to scoop up some special deals and prizes throughout the Grand Opening Celebration which runs through Sunday.

"During the opening weekend shoppers will enjoy four days of live entertainment, in store promotions and the chance to enter to win more than 125 prizes worth upwards of \$25,000," said

the centre's general manager Megan Johnson.

Prizes include an Ultimate Getaway Weekend at Trump Hotel and Tower Toronto, a spa getaway from Rosewater Spa of Oakville or Burlington and an autographed Toronto Blue Jays baseball.

Individual stores will be offering many in store specials throughout the weekend.

Polo Ralph Lauren Factory Store will give away a \$1,500 shopping spree, Mountain Warehouse will offer free gifts to the first 200 customers and Hudson's Bay Outlet will offer 25 per cent

off shopper's entire purchases.

"Those specials represent a small cross section of opening weekend deals with many stores offering deep discounts beyond the savings of 25 to 65 per cent shoppers can expect every day," said Johnson.

The centre is expecting large crowds throughout the opening weekend. In addition to the parking on site for 2,300 vehicles, there will be a temporary overflow lot in a farmer's field north of Steeles Ave.

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