



FOR IMMEDIATE RELEASE

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MONDAYS ON THE MALL & PHOTOGRAPHY SCAVENGER HUNT ALONG PORTLAND'S TRANSIT MALL!



IN PARTNERSHIP WITH THE MICROSOFT STORE

PORTLAND, OR – (June 30, 2014) On June 9th, Portland Mall Management, Inc. launched a social media powered scavenger hunt at Mondays on the Mall. The hunt remains underway throughout the summer culminating at the August 18th Mondays on the Mall event. The grand prize winner will **take home a free Nokia Lumia 520 smartphone equipped with Windows 8!**

Participation in the scavenger hunt is easy and anyone with a smartphone is invited to enter. First, make sure you **follow @PMMIpx on Twitter** or have **liked Portland Mall Management, Inc. on Facebook**. Several times a week a picture or a clue will be posted to PMMI's Facebook and Twitter accounts. Followers are then invited to go to the location indicated in the post, snap a selfie or photo and tag @PMMIpx to earn an instant entry into the contest! Participants are encouraged to complete all the challenges for multiple entries into the GRAND PRIZE drawing! Names will be drawn throughout the competition for fun prizes that include **Xbox games, Microsoft app store gift cards worth up to \$30 and more!** The grand prize winner will be announced via Portland Mall Management, Inc.'s social media on August 18th.

Participants can earn a **DOUBLE ENTRY** simply by taking a selfie at the next Mondays on the Mall and tagging it @PMMIpdX! The event is on **July 14th at Unitus Plaza (SW 6th & Jefferson) from 11:30am – 1:00pm**. July's event will kick off the summer season with a mini Sand in the City! Multiple sand artists will be onsite hand carving the sand into various summer themes for all to enjoy. The free fun will also include free samples of all-fruit sodas from Hot Lips Sodas, mini subs from Jimmy John's, free prize giveaways from Portland Mall Management, Inc. car2go, 101.9 Kink.fm and more! [Yoshida's Sand in the City](#) will begin Friday, July 18th and run through the 20th at Pioneer Courthouse Square.

Mark your calendar for the upcoming events on the Third Monday of each month:

July 14th at 12:00pm

Sand on the Mall at SW 6th & Jefferson

August 18th at 12:00pm

Ice Cream Party at SW 6th & Main

September 15th at 12:00pm

MarchFourth Marching Band at SW 6th & Oak

For **details** on the upcoming community events held by Portland Mall Management, Inc., be sure to visit www.portlandmall.org, Like us on [Facebook](#) and Follow us on Twitter @PMMIpdX.

In Partnership with:



Portland Mall Management, Inc.

Portland Mall Management, Inc. (PMMI) is a 501(c)(3) public-benefit corporation responsible for daily cleaning services and enhanced security along the light rail streets in the central downtown area. PMMI provides maintenance of the physical infrastructure along the Portland Mall. For more information about the services and free programming Portland Mall Management, Inc. provides to the downtown core, please visit their website at www.portlandmall.org.