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FOR IMMEDIATE RELEASE

Free Ice Cream on Portland's Transit Mall!

BROUGHT TO YOU BY PORTLAND MALL MANAGEMENT, INC.

PORTLAND, OR – (August 12, 2014) Portland Mall Management, Inc. is hosting a free ice cream party on Portland's Transit Mall at the monthly event series, Mondays on the Mall!

Does the summer heat have you beat? On **Monday, August 18th** from **12:00pm – 1:00pm**, join the Mondays on the Mall street team at Standard Plaza (SW 5th & Main) for cool treats, breezy Hawaiian music, and free giveaways at this month's Mondays on the Mall.

So Cold Shaved Ice, **Ruby Jewel**, and **Ben and Jerry's** will be partnering with Mondays on the Mall to bring you **free cups of shaved ice, ice cream sandwiches and more**, while local Hawaiian artist, Francis Doo performs traditional island music and dance! Additionally, free **summer sunglasses and lip balm** will be given away to help you keep and look cool! Attendees are encouraged to arrive at 12:00pm to try all of the FREE cool treats, while supplies last.

<u>Mark your calendar for the upcoming events on the Third Monday of each month:</u>

September 15th
MarchFourth Marching Band at SW 6th & Jefferson at Unitus Plaza

October 20th
Harvest Festival at SW 6th & Montgomery at the PSU Urban Plaza

November 17th
Winter Wonderland at SW 5th & Taylor at Pioneer Place

For further details on all of the FREE events and activities held on Downtown's Transit Mall, please visit

www.portlandmall.org or follow the PMMI on Twitter @PMMIpdx

FREE GiveAways

Art

Musical Performances

Brought to you by:

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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.