



EASTER PACKET

2024 SEASON





Easter Set and Arrival

Easter Bunny set up deadlines and arrival dates are listed on the following page. Hours of operation are on the last page. Cherry Hill Photo (CHP) will be servicing a portion of the Malls in our portfolio. Amusematte will service Citrus Park and EastGate with walk-up visits. Camera and supplies should have remained at your property from Christmas. Any additional deliveries should be securely stored. We are required to provide a storage room and area for staff. Please email marketing@hullpg.com if you have any questions or need to hire temp labor for set-up/teardown. CHP will be heavily promoting reservations, but walk-ups will be taken. Easter sets should be ready to go by the deadline listed on the following page.

Bunny Posters and Giveaways

We will be sending posters promoting Easter. Malls with Cherry Hill Photo (CHP) will receive posters promoting operating hours, reservations and The Hunt for the Golden Egg. Malls with Amusematte will receive posters promoting operating hours, pricing and The Hunt for the Golden Egg. One set of posters will be placed back-to-back at the Easter Bunny set and the remaining posters will be placed back-to-back in high traffic areas of the Mall. If you have any requests for additional posters or signage, please email marketing@hullpg.com. We will be handing out giveaways this Easter season.

The Hunt for the Golden Egg

Our social media campaign during Easter this year will be centered around The Hunt for the Golden Egg! We will hide a Golden Egg in the Mall and ask whoever spots it to take a photo of the egg, share their photo on Facebook, and tag the Mall in their post. Each qualifying entry will be entered into a drawing to win a \$50 gift card from a store of their choice inside the Mall. There will be 2 hunts. Each hunt will last one week and will be running the last two weeks that the Bunny is in town.

We will announce that the Golden Egg will be visible from the Mall common areas in an attempt to eliminate participants searching inside stores. Please determine two hiding spots (in a window display, on a ledge, on top of a sign, etc.). Please inform us of your choices before the campaign begins so we can provide an accurate weekly hint to our Facebook followers.



SET UP DEADLINES

Setup by **FRIDAY, MARCH 1**

Bunny will arrive on March 8

Alton and Victoria

Setup by **FRIDAY, MARCH 8**

Bunny will arrive on March 15

Asheboro, Auburn, Carolina, Charleston, Dalton, Danville, Florence, Mount Berry, Statesboro and Whitney Field

Setup by **FRIDAY, MARCH 8**

Bunny will arrive on March 16

Citrus and EastGate



DECOR TEARDOWN AND SET PICTURES DEADLINE

FRIDAY, APRIL 15

- All Malls will receive an email after the Easter Bunny arrives at all markets that will include a link to submit your set pictures.
- All decor and sets should be stored in a safe place no later than **Friday, April 15, 2024**.
- The set manager should make all arrangements to have the camera and any remaining items shipped back to the provider.
Please discuss the shipping dates with your set manager prior to their last day of bunny visits.
- Items may be left at the Mall in the storage space until picked up by the shipping company.

EASTER | SET HOURS



Alton and Victoria

Friday	March 8	2PM - 7PM
Saturday	March 9	11AM - 7PM
Sunday	March 10	12PM - 6PM
Monday - Friday	March 11 - 15	2PM - 7PM
Saturday	March 16	11AM - 7PM
Sunday	March 17	12PM - 6PM
Monday - Saturday	March 18 - 30	11AM - 7PM

Citrus

Saturday	March 16	11AM - 7PM
Sunday	March 17	12PM - 6PM
Monday - Friday	March 18 - 22	3:30PM - 7PM
Saturday	March 23	11AM - 7PM
Sunday	March 24	12PM - 6PM
Monday - Saturday	March 25 - 30	11AM - 7PM

EastGate

Saturday	March 16	11AM - 7PM
Sunday	March 17	12PM - 6PM
Monday - Saturday	March 18 - 23	11AM - 7PM
Sunday	March 24	12PM - 6PM
Monday - Friday	March 25 - 30	11AM - 7PM

Asheboro	Dalton	Statesboro **
Auburn	Danville	Whitney Field
Carolina *	Florence *	
Charleston **	Mount Berry	

Friday	March 15	2PM - 7PM
Saturday	March 16	11AM - 7PM
Sunday	March 17	12PM - 6PM
Monday - Saturday	March 18 - 23	11AM - 7PM
Sunday	March 24	12PM - 6PM
Monday - Saturday	March 25 - 30	11AM - 7PM

* Carolina, Florence - Sundays: 1PM - 5PM

** Charleston, Statesboro - Sundays: 1PM - 6PM