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## **PREIT launches Back to School Promotion at Dartmouth Mall**

August 25, 2010 - Retail

To help families prepare for school this year and to thank shoppers for their continued support, Pennsylvania Real Estate Investment Trust (PREIT) is launching an added value Back-to-School promotion at 40 participating shopping centers, including Dartmouth Mall, that incorporates a gift with purchase with free school supplies, the chance to enter-to-win an Apple 32GB iPod Touch Bundle Package, and a custom designed website.

PREIT's Back-to-School promotion at Dartmouth Mall started on August 13. When shoppers present same-day mall store receipts totaling \$75 or more at the Customer Service Center, they receive free school supplies including loose leaf paper, a spiral notebook, folders, and pencils - tools kids need to help make the grade. (There is a limit of three packages per customer per day.)

Dartmouth Mall also has a special Back-to-School website at [www.shopdartmouthmall.com/bts](http://www.shopdartmouthmall.com/bts). The site features information on area school dress codes, up-to-date special offers from mall retailers, and more.

For more information on Dartmouth Mall's Back-to-School promotion, visit [www.shopdartmouthmall.com/bts](http://www.shopdartmouthmall.com/bts).

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