



CELEBRATING
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Edens & Avant adds three new retailers at South Bay Center

November 24, 2010 - Retail

South Bay Center, known to savvy shoppers as Boston's most accessible retail shopping center, is living up to its reputation in both ease of location and in providing local residents with access to new retail offerings. Located between Mass. Ave. and I-93, just five minutes from downtown Boston, South Bay Center will now be the new home to several national retailers and restaurants including TJ Maxx, Panera Bread and iParty.

"With nearly 800,000 shoppers within a five mile radius, South Bay Center has evolved into one of Boston's premier shopping destinations," said Elizabeth Furnelli, vice president for Edens & Avant, owners of South Bay Center. "In adding to South Bay Center's existing retail mix, we listened to shoppers to ensure their current and future needs were met. With the assistance of mayor Menino's office, the Boston Redevelopment Authority, along with the enormous support of neighborhood organizations, we were able to put all the pieces together and bring these new retailers into South Bay."

Adding to its diverse retail mix, South Bay Center new retailers include:

TJ Maxx (31,608 s/f): With over 900 stores nationally, TJ Maxx opened in South Bay Center on October 17. Offering brand name and designer fashions for men, women, children and the home, TJ Maxx offers up to 60% off department store prices with new merchandise delivered weekly.

iParty (9,866 s/f): With more than 50 retail stores in New England and Florida, iParty is a leading supplier of party and special event supplies. Open since September, iParty offers a collection of costumes, decorations and unique party supplies.

Panera Bread (4,400 s/f): Panera Bread is a bakery-cafe that offers a warm and welcoming environment including intimate seating areas, comfortable chairs, a fireplace, a community table and free WiFi internet access. It also offers take-out catering for groups ranging from five to five hundred.

Panera is slated to open in early 2011.

South Bay Center is located at 8 All State Rd.

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