



FOR IMMEDIATE RELEASE

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Grand Opening of New Play Area at LOOP West
Saturday, January 23rd a free, exciting event for the entire family!

KISSIMMEE, FL (January 12, 2010) – The Wilder Companies is pleased to announce the Grand Opening of a new outdoor Play Area at LOOP West. The Grand Opening will be held Saturday, January 23rd at 1pm in the Play Area located near DSW Shoes at LOOP West. The event will feature family entertainment, face painting, games, free popcorn and treats for kids, delectable appetizers from Bonefish Grill, healthy living tips from Florida Hospital Centra Care, as well as a partnership with A Gift for Teaching of Osceola County.

The new outdoor Play Area offers side by side slides, a mini-rock wall climber, increasing step pads, and a picnic area. All are blanketed by overhead sails and trees making this area an ideal place to relax and play.

In support of A Gift for Teaching of Osceola County, families are encouraged to bring new school supplies or gently used books for donation. And, with any donation, attendees can register to win a \$100 prize package.

A Gift for Teaching of Osceola County is a local store for teachers that transfer the community's surplus merchandise, at no cost, into the hands of the more than 64% of students in Osceola County who cannot afford lunch, much less basic school supplies, toys, or books to read. Over one million dollars in school supplies and other materials are distributed each year to high-need students through this unique program. To learn more about A Gift for Teaching of Osceola County, e-mail Marcie Hill at hillm@osceola.k12.fl.us.

"We are excited to offer this new play area as a great amenity for families in the community to enjoy. From climbing systems to picnic tables, this should prove to be an opportunity for quality family time in our ever busy lives." said, Tom Wilder, a Wilder Companies principal.

All are invited to attend the event and enjoy the festivities on January 23, 2010 at 1pm.

Media photo opportunities available, please contact Brooke Smith at 813-731-6625.

About LOOP West & The LOOP-Orlando

Together LOOP West & The LOOP, feature over 50 shops and 15 eateries, including JCPenney, Belk, Kohl's, Bonefish Grill, Chipotle and Regal Cinema 16 The centers are located at the corner of John Young and Osceola Parkways in Kissimmee/Orlando. Combined, Wilder brings an 840,000 square foot retail mix in a family-oriented, casual, and pedestrian friendly environment to the marketplace. Both open-air centers offer a relaxed shopping experience reflected in their wide sidewalks, street lamps, benches, and distinctive streetscape. www.attheloop.com

About The Wilder Companies

The Wilder Companies specializes in leasing, management and development of retail properties throughout New England and Florida. The Boston-based company has over 35 years experience in merchandising specialty centers, urban-street retail, mixed-use properties and regional malls. The company's current portfolio consists of 45 properties. For more information visit www.wilderco.com

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