



**FOR IMMEDIATE
RELEASE**

Media Contact:
Lisa Endicott
Endicott & Company PR
(972) 989-9113
lisa@endicottpr.com

The Arbors on Preston Contact:
Susan Alexander
Property Manager
(972) 934-5118
salexander@fritzduda.com



Pictured: Woven corn drawing by Olivia Freasier, JJ Pearce High School, Grade 10

**THE ARBORS ON PRESTON OPENS “GREATEST GIFT” JURIED STUDENT ART
AND MUSIC EXHIBITION AND HOLIDAY CAMPAIGN NOV. 8**

*Far North Dallas’ landmark suburban community shopping center to host themed events
and promotions this holiday season, and support art and music talents of local students*

DALLAS, TEXAS (November 6, 2008) – “Let’s Celebrate Our Greatest Gifts” this holiday season when The Arbors on Preston (18220 Preston Road, Dallas, Texas, 75252), a landmark suburban outdoor retail center in Far North Dallas owned by Preston Road Associated Ltd, kicks off its 2008 “Greatest Gift” Campaign, Saturday, November 8 beginning at 10 a.m. with two student art and music galleries, a juried student scholarship competition, weekly live music happy hours and shopping discounts for adults and children at participating retailers.

The Arbors on Preston “Greatest Gift” campaign is a series of community events, including a student music and art gallery, concerts, and special shopping services with a unique activity open to the public every Thursday evening, 4 - 6 p.m., anchored by The Greatest Gift Gallery open every Saturday from 10-6 p.m. November 8 until December 21 (excluding Thanksgiving and Nov. 29).

The Greatest Gift Gallery I and II were created in two retail spaces donated by Preston Road Associates, and is sponsored in part by its tenants, Jamba Juice, Pei Wei Asian

Diner, Style America, Framesmith, Comet Cleaners, Starbucks Coffee®, Vida's Salon, PostNet, Labels, Lillie's Treasures for the Home, L'unique Jewelry, Ritz Camera, Bath and Body Works, Flagship Tom Thumb, Kohl's, Walgreens, Chase, and Wachovia. Student artists and musicians from JJ Pearce High School, Shepton High School, All Saints Catholic School, Prince of Peace Catholic School, Ann and Nate Levine Academy, Solomon Schechter Academy, Westwood Junior High, Frankford Middle School, and Brentfield Elementary will exhibit their work and talents which will be judged by the owners, tenants and community leaders and awarded prizes from The Arbors' tenants at a special ceremony on December 13 at 3 p.m.

The Greatest Gift Gallery I (Suite D-10, next to PostNet) features music and artwork from area high school students. Inside The Greatest Gift Gallery II (Suite A, next to Kohl's), features music performances and artwork from area lower and middle school students as well as free arts and craft activities and complimentary gift wrapping services for shoppers. **Admission is free.**

Greatest Gift Events details: *(Key benefit performances and events in red)*

- Saturday, The Greatest Gift Gallery I and II Grand Opening (every Thursday 11/6-12/18, every Saturday 11/8-12/21, excluding 11/27 and 11/29) – Includes free arts and crafts activities with guest artists and complimentary gift wrapping
- **Tuesday, November 11-** Veteran's Day Festivities and special seniors discounts
- Thursdays, "Greatest Gift Music Series" (every Thursday 11/6-12/8, excluding Thanksgiving) – Student and local performers perform vocal and acoustic sets throughout the center and inside both "Greatest Gift" Galleries at 4 p.m., when consumers can reap substantial savings from a host of participating retailers, while finding gifts for just about everyone on their list
- **Saturday, November 15-**Grand Opening of Lillie's Treasures for the Home
- **Saturday, November 22, 10:30 a.m. All Saints Catholic School Orchestra**
- **Saturday, November 22, 5- 7 p.m. – The Arbors on Preston Thanksgiving Festival of Lights featuring District 12 Dallas City Councilmember Ron Natinsky, Steve Tabor of Fritz Duda Company and live concert from recording artists WT Greer and Brittnee Lee sponsored in part by www.ATexasStyle.com which supports art and music education in Texas public schools**
- **Saturday, December 6** – Community Christmas Celebration with Santa
- **Saturday, December 13, 3 p.m.- The Greatest Gift Art and Music Awards**
- **Sunday, December 21-**Community Chanukah Celebration

For further details about The Arbors on Preston "Greatest Gift" campaign, including a complete list of participating shops and restaurants and full calendar of events, visit www.fritzduda.com.

About The Arbors on Preston

Located at the Northeast corner of Preston and Frankford Roads, this beautifully landscaped community shopping center features natural stone fronts, creek, pedestrian bridge, seating areas, street lamps, clocks, gazebos, sculptured fountain, and environmental signage is uniquely positioned along one of the most prominent retail corridors in Texas and is regionally located to serve an incredibly affluent far north Dallas and Plano communities.

About Preston Road Associates Ltd.

Preston Road Associates Ltd managed by its General Partner The Fritz Duda Company is a diversified real estate development and investment company with over 30 years of experience in the markets that we serve. Founded in 1974, Fritz Duda Company has experienced a rich assortment of large scale land development projects in southern California, Dallas, suburban Chicago, and Reno, Nevada. Our roots are in quality planning and the construction of the built element in a manner that serves our consumers, tenants, and residents.

###