



CITY OF KENNER

PRESS RELEASE

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MAYOR

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Immediate Release

CARING BUNNY IS COMING SOON TO THE ESPLANADE TO DELIGHT FAMILIES AT EASTER *The unique event in a subdued environment is tailored to special needs children*

Following the success of Simon® malls' 2012 Caring Santa initiative where thousands of guests participated, The Esplanade's Caring Bunny™ event will offer families which have children with special needs a subdued environment to participate in the Bunny Photo Experience. On March 10 from 9:30 to 11:30 a.m., many steps will be taken to reduce sensory triggers, creating a more comforting environment for children's cherished visit with the Bunny. The subdued environment will include:

- Turning off in-mall music, stopping escalators located near the photo set, dimming the lights and shutting down fountains for the duration of the event.
- Eliminating queue lines through the use of a numbering system whereby guests approach the set when their number is called.
- Special activities geared toward the needs of the child during the 'wait' period to help the child understand what activities will occur during the visit.

"We are so proud that The Esplanade can be a part of this wonderful, inclusive event," said Arianne Cousin, director of marketing and business development at The Esplanade. "Seeing the joy on these kids' faces is such an incredible experience." Caring Bunny is sponsored locally by AbilityPath.org and in partnership with the Autism Society of Greater New Orleans. Caring Bunny attendees will also have the opportunity to learn more about autism, and connect with other families. Families should enter the mall through the entrance next to Café du Monde.

About The Esplanade

Located conveniently off the I-10 just fifteen minutes from downtown New Orleans, The Esplanade proudly serves the Kenner community, providing a unique mix of department stores, specialty stores and restaurants. Follow The Esplanade on Twitter at <http://www.twitter.com/ShopTheEsplanade>, and like them on Facebook at <http://www.facebook.com/ShopTheEsplanade>.

Simon Property Group

Simon Property Group, Inc. (NYSE:SPG) is an S&P 100 company and the largest real estate company in the world. The Company currently owns or has an interest in 325 retail real estate properties in North America and Asia comprising 242 million square feet. We are headquartered in Indianapolis, Indiana and employ approximately 5,500 people in the U.S. For more information, visit the Simon Property Group website at www.simon.com.

About the Autism Society of Greater New Orleans

The mission of the Autism Society of Greater New Orleans is to promote lifelong access and opportunity for all individuals within the autism spectrum and their families. The Autism Society of Greater New Orleans is made up of dedicated volunteers in the community who raise money to serve members of the community. Learn more at www.autism-society.org.

About AbilityPath.org

AbilityPath.org is an online hub and special needs community for parents and professionals to learn, connect and live a more balanced life. The website combines social networking features with expert content from AbilityPath.org's team of educators, parents, therapists and medical professionals.AbilityPath.org was created by [Community Gatepath](http://Community_Gatepath), a nonprofit with over 90 years of experience serving families and children with special needs by fostering hope, dignity and independence. AbilityPath.org may also be found on Facebook and Twitter.

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