



***** MEDIA ALERT *****

NorthPark Center to Offer Discounted State Fair of Texas Tickets with Proceeds Benefiting Assist the Officer Foundation

WHAT: NorthPark Center, Dallas' premier shopping destination, announces a new partnership with the State Fair of Texas to offer discounted general admission tickets to the Fair with proceeds benefiting the families of fallen police officers.

WHEN: Tickets now available. Special rate available through Sunday, October 23, 2016.

DETAILS: NorthPark Center invites North Texans to "Back the Blue" through a new partnership with the State Fair of Texas. Customers can purchase advanced tickets to the Fair for \$15 (\$3 off the price of admission at the door) and \$5 from each ticket will be given directly to the Assist the Officer Foundation.

About the Assist the Officer Foundation:

The Assist the Officer Foundation provides financial assistance to officers who are facing the loss of income due to a serious injury, life-threatening illness or other catastrophic event. Immediate assistance is also available to an officer's family in the event of the death of an active officer. Since its creation in 1999, the foundation has provided assistance to hundreds of officers and their families who were faced with any number of different life-altering situations.

WHERE: NorthPark Center Concierge, located on Level One near Neiman Marcus
NorthPark Center, 8687 N. Central Expressway, Dallas, TX 75225

About NorthPark Center

[NorthPark Center](#) is the finest shopping experience and the preeminent shopping center in the Southwest with more than 230 stores and restaurants, including more than 70 market exclusives. Anchored by Neiman Marcus, Nordstrom, Macy's and Dillard's, NorthPark Center offers an unparalleled collection of luxury boutiques set amid internationally acclaimed 20th and 21st century art, award-winning architecture and extraordinary landscaping, as well as a 1.4-acre garden, CenterPark, and a state-of-the-art movie theatre, AMC NorthPark 15. NorthPark Center surpassed \$1.3 billion in sales in 2015 and consistently ranks as one of the top five performing shopping centers in the United States. NorthPark Center is North Texas' number one tourist destination and is conveniently located five miles from downtown Dallas and 35 miles from Fort Worth.

About the State Fair of Texas

Since its inception in 1886, the State Fair of Texas has celebrated all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment. The State Fair of Texas is a 501(c)(3) nonprofit organization with proceeds helping to preserve and improve Fair Park and underwrite museum, community and scholarship programs for inner city youth and students pursuing agricultural careers. The 2016 exposition runs September 30 through October 23 in Fair Park. Visit [BigTex.com](#) for more information.

Contacts

Shelby Foster
Public Relations Manager
NorthPark Center
214.369.1234 x 226
sfoster@northparkcntr.com

Catharine Flagg
Senior Manager of Communications
NorthPark Center
214.369.1234 x 259
cflagg@northparkcntr.com