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FOR IMMEDIATE RELEASE

## **LIVE FROM HOLLYWOOD: TAUBMAN ICE PALACES BRING THE MAGICAL WORLD OF NARNIA TO SHOPPERS AT CHERRY CREEK SHOPPING CENTER**

*The holiday motion picture event, [The Chronicles of Narnia: The Voyage of the Dawn Treader](#) comes alive at 16 Taubman malls with an immersive and interactive experience: holiday shoppers to share the experience with the stars of the film through live streaming from Los Angeles.*

DENVER, CO (November 4, 2010) — The young stars of the holiday motion picture event *The Chronicles of Narnia: The Voyage of the Dawn Treader* are set to kick off the holiday season in grand fashion by hosting a nationwide 16 city lighting ceremony via live satellite, for the groundbreaking, multi-sensory, new Ice Palaces created by Taubman Centers, featuring scenes from *The Chronicles of Narnia: The Voyage of the Dawn Treader* ([www.narnia.com](http://www.narnia.com)). The ceremony will illuminate Cherry Creek Shopping Center and other Taubman (NYSE: TCO) malls across the country simultaneously as families and fans everywhere gather together in celebration.

On Friday, November 12 at 5:00 p.m. the young stars from the movie, Georgie Henley ([Lucy Pevensie](#)) and Will Poulter ([Eustace Clarence Scrubb](#)) will give holiday revelers the first look at the Ice Palaces and their highly anticipated film streamed live from Beverly Center in Los Angeles. The event will be simulcast to 16 Taubman centers across the country, including Cherry Creek Shopping Center where children will wave LED wands to collectively illuminate the Ice Palaces. The celebration opens the free exhibit for all to experience, ushering in the holiday season and the arrival of Santa Claus.

The event at Cherry Creek Shopping Center will begin at 4:30 p.m. with a children's DJ on hand playing holiday music, as well as milk and cookies for all the children in attendance.

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## ICE PALACE AND THE VOYAGE OF THE DAWN TREADER/2

### **The Ice Palace Offers a Memorable Narnia Experience for All**

Shoppers can experience the enchantment of the Ice Palace and *The Chronicles of Narnia: The Voyage of the Dawn Treader* at Cherry Creek Shopping Center from November 12 through December 24. The exhibit, inspired by the magic of winter, features a color changing, 30-foot Ice Palace, encircled with a series of majestic arches and smaller globes that appear to be carved from ice and will immerse visitors with magical vignettes from the land of Narnia. As they walk through falling snow inside the structure, guests will encounter life-like figures portraying scenes from the film and exclusive movie footage integrated in an exciting video show. The Ice Palace was designed and produced for Taubman by Global Experience Specialists (GES). The all-audience 3D movie unfolds on the high seas and on magical islands, as Lucy and her brother Edmond, along with their cousin Eustace embark on an incredible adventure aboard the ship the Dawn Treader. The movie opens nationwide on December 10.

When visitors enter the Ice Palace's largest dome they are greeted with falling snow and a captivating light show. The journey continues as guests can sit on the Ice Palace throne that's cool to the touch, and leave their handprint behind on the interactive ice arch, which features the paw prints of famed Narnian creatures.

Following the live simulcast Santa will also arrive in the shopping center and families will be able to have their photo taken with him. Photos with Santa will be available in the shopping center from November 12 through the holiday season during all mall hours.

### **Special for Opening Day**

The first 200 visitors to the Ice Palace on November 12 will receive a voucher for a free commemorative photo with Santa that can be used that evening or anytime prior to November 24. The first 400 children will also be given a LED wand to help light the Ice Palace.

Finally, guests can take home a piece of their Ice Palace adventure with a photo in front of the Ice Throne. Purchase a standard photo package with Santa or in front of the Ice Throne and receive a promotional certificate from SeeHere.com, Fujifilm's photo printing, gifting, and sharing website, for a bonus photo ornament or a photo mug. Purchase a hi-res photo CD

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## ICE PALACE AND THE VOYAGE OF THE DAWN TREADER/3

package and receive a promotional certificate from SeeHere.com for a bonus canvas photo tote bag. American Airlines is the official airline sponsor for the event. For more information about the Ice Palace opening event at Cherry Creek Shopping Center, visit:

[www.shopcherrycreek.com](http://www.shopcherrycreek.com).

### **About Cherry Creek Shopping Center**

Located in the heart of Denver, Cherry Creek Shopping Center offers the Rocky Mountain region's most exciting shopping environment including Saks Fifth Avenue, Neiman Marcus, Macy's, Nordstrom, Tiffany & Co., Ralph Lauren, Elway's Restaurant, an eight-screen movie theater and more than 160 other fine specialty stores and services. Shopping hours are 10 a.m. to 9 p.m. Monday through Saturday, 11 a.m. to 6 p.m. Sunday. Preview the stores, the styles, the sales at [shopcherrycreek.com](http://shopcherrycreek.com).

### **About Fox/ Narnia**

#### **ABOUT *THE CHRONICLES OF NARNIA*:**

***THE VOYAGE OF THE DAWN TREADER*** - Return to the hope and wonder of C.S. Lewis' beloved world, via the fantastic Narnian ship, the Dawn Treader. In this new installment of the blockbuster "The Chronicles of Narnia" motion picture franchise, a stirring tale of empowerment and adventure, Edmund and Lucy Pevensie, along with their cousin Eustace, their royal friend King Caspian, and the warrior mouse Reepicheep, find themselves swallowed into a painting and on to the Dawn Treader. During their mission – on which rests the fate of Narnia itself – they overcome their greatest temptations and shortcomings, as they travel to mysterious islands and a pool that turns anything it touches into gold; to confrontations with magical creatures; and to a reunion with their friend and protector, the "Great Lion" Aslan.

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