

GRAND BOULEVARD

— Sandestin —

TOWN CENTER

A HOWARD GROUP | MERCHANTS RETAIL PARTNERS DEVELOPMENT

Grand Boulevard Wins National MAXI Award for Coastal Culture Campaign

The Town Center had two finalists, one winner

Miramar Beach, Fla. (June 14, 2017) – Grand Boulevard at Sandestin brought home a silver MAXI Award at this year’s the International Council of Shopping Centers (ICSC) MAXI Awards. On May 21, the awards were announced at the Las Vegas ICSC Recon Conference in front of a packed house of shopping center industry leaders. The winning entry was in the Causal Marketing category and titled, Coastal Culture “A Passion for Arts, Entertainment and Charity.”

“This was the first time we submitted entries to the MAXI’s so we were delighted to have two finalists and one winner, especially since there are hundreds of high-level entries,” said Stacey Brady, director of marketing and communications for Grand Boulevard at Sandestin.

The Coastal Culture program is the brand banner under which Grand Boulevard’s dozens of events take place annually. Most of the Town Center events also include a charitable component that supports local charities and non-profit groups.

Grand Boulevard submitted two entries in the Causal Marketing category and both were finalist. The second submission was for South Walton Beaches Wine & Food Festival – “A World-Class Wine Festival at Grand Boulevard at Sandestin.”

“To receive this kind of prestigious industry recognition is extremely gratifying,” said Brady.

About Grand Boulevard

Grand Boulevard is the shop, dine, play and stay Town Center located on Northwest Florida’s Beaches. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. Grand Boulevard is a Howard Group and Merchants Retail Partners property. For more information, please call (850) 837-3099 or visit www.grandboulevard.com.

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