

NEWS RELEASE

East Gate Square Offers “Pop-Up Factory” Program

Applications being accepted for rent-free retail space

MOUNT LAUREL, N.J. (March 1, 2018) – East Gate Square is offering entrepreneurs the chance to open up a temporary shop rent-free. The Pop-Up Factory program was launched to attract new retail concepts to the shopping center where they can test their brands alongside established retailers such as Barnes & Noble, Best Buy, Dick’s Sporting Goods, Old Navy and dozens more.

Applications for this round of the program are being accepted through May 15, 2018. The Pop-Up Factory program will be ongoing at East Gate Square, so all applications received will be considered on a rolling basis.

How It Works

- Entrepreneurs fill out an online application at www.eastgatesquare.com/popupfactory.
- There is no cost to submit an application.
- Prospective tenants must be prepared to open and operate.
- East Gate Square management will select a concept based on criteria including creativity, strategy and potential profitability.
- The selected tenant must furnish a business license and sign a license agreement in order to do business.
- Complete rules and regulations can be found at www.eastgatesquare.com/popupfactory.

Pop-Up Factory a Boost for Start-Ups

According to Darcy Kennelly Rutzen, Vice President of Marketing for shopping center owner M&J Wilkow, the program arose out of a desire to support local start-ups and new businesses in the community. “There are a lot of great creative concepts that might not have the funding or know where to start to get their enterprise to market,” she says. “We think these unique new concepts will be wonderful additions to the East Gate Square tenant mix, so it’s a win-win situation.” Rutzen says that along with rent-free space, the program will also provide marketing support to help get the pop-up tenants started.

East Gate Square is a regional shopping center anchored by ShopRite, Best Buy, Dick's Sporting Goods, The Home Depot, P.C. Richard & Son and Floor & Décor. It features over 60 retail stores and restaurants, including Barnes & Noble, Old Navy, Pier 1 Imports, Ross Dress For Less, Michaels, Ulta Beauty and others. The shopping center is located on East Gate Drive in Mount Laurel, N.J., in a dense trade area near major roadways I-295 and Routes 73 and 38. East Gate Square is owned and managed by Chicago-based M&J Wilkow.

WEB LINKS:

www.eastgatesquare.com

www.wilkow.com

PRESS CONTACT:

Darcy Kennelly Rutzen

Vice President of Marketing

M&J Wilkow

20 South Clark Street, Suite 3000

Chicago, Ill. 60603

312.279.5906 office

773.213.0837 cell

drutzen@wilkow.com