

Schedule of Opening Events

Ribbon Cutting Ceremony

Thursday, 9:40AM
Entertainment Stage

Join us in officially opening Norfolk Premium Outlets.

Music and Entertainment

Entertainment Stage

Take a break from shopping and enjoy family-friendly performances and musical entertainment.

Thursday, 1–9PM

DJ Kurt	Throughout the Day
Mad Science: <i>Fire & Ice</i>	1PM
The Significant Others	3PM
BJ Griffin Duo	5PM
10 Spot	7PM

Friday, 1–9PM

DJ Kurt	Throughout the Day
Mad Science: <i>Fire & Ice</i>	1PM
The Significant Others	2PM
BJ Griffin Duo	4PM
10 Spot	6PM

Mad Science



Fire & Ice

Thursday and Friday at 1PM
Entertainment Stage

Come and see just how HOT and COOL science can be! Paper will disappear in a flash, carbon dioxide bubbles will pop and a special Mad Science “burp” potion will amaze children as they learn about dry ice, chemical reactions and the states of matter.

Discovery Station

Thursday and Friday, 2–5PM
Near Gap Factory

Ready to be a Junior Mad Scientist? Then come get hands-on with our fun, interactive experiments while exploring a variety of science concepts. Meet the Mad Scientists and perform some cool reactions!

Schedule of Opening Events (cont.)

Strolling Entertainment

Thursday and Friday, 1–6PM
Throughout the Property

Children can enjoy face painting and balloon artists.

Beach Party & Beach Ball Drop

Friday, 7:30–9PM
Entertainment Stage

Join DJ Kurt and the Beach Patrol for a 60’s inspired beach party—a night of fun with dancing, games and great beach music mixes, all leading up to the Beach Ball Drop, when hundreds of beach balls cascade down over the crowd!

Prize-An-Hour Giveaways

Thursday and Friday, 11AM–4:55PM
Near the Entertainment Stage

Register every hour for a chance to win a fabulous prize.

Must be present to win. Drawings will take place at the Entertainment Stage at the top of each hour. Winner will have 30 minutes to claim their prize. See entry form for complete rules and regulations.

THURSDAY PRIZES*

12PM \$100 Value

\$50 Skechers Gift Card
\$50 Nike Factory Gift Card

1PM \$144.99 Value

\$50 in Columbia Sportswear Gift Cards
Champion top and bottom from Hanesbrands (\$60 value)
Canvas Beach Tote from Travelpro (\$34.99 value)

2PM \$150 Value

\$50 in Carter’s Gift Cards
\$100 Simon Giftcard®

3PM \$200 Value

\$50 Vans Outlet Gift Card
\$50 in American Eagle Outfitters Gift Cards
\$100 Simon Giftcard®

4PM \$250 Value

\$50 Steve Madden Gift Card
\$200 Simon Giftcard®

5PM \$500 Value

Women’s and Men’s Fragrance Gift Basket from
Fragrance Outlet (\$300 Value)
\$200 Simon Giftcard®

Prize-An-Hour Giveaways (cont.)

FRIDAY PRIZES*

12PM \$114.99 Value

\$30 in Under Armour Gift Cards
Canvas Beach Tote from Travelpro (\$34.99 value)
\$50 in Columbia Sportswear Gift Cards

1PM \$134.99 Value

\$50 in Famous Footwear Gift Cards
\$50 in OshKosh B’gosh Gift Cards
Canvas Beach Tote from Travelpro (\$34.99 value)

2PM \$150 Value

\$100 Simon Giftcard®
\$50 Nike Factory Store Gift Card

3PM \$200 Value

\$50 Vans Outlet Gift Card
\$50 in American Eagle Outfitters Gift Cards
\$100 Nike Factory Store Gift Card

4PM \$250 Value

\$250 Simon Giftcard®

5PM \$500 Value

\$500 Simon Giftcard®

*The Visa® Simon Premium Outlets Giftcard is issued by MetaBank®, Member FDIC, pursuant to a license from Visa U.S.A. Inc. For more information about the Visa® Simon Premium Outlets Giftcard, including Card Terms and Conditions and (if applicable) fees, visit simongiftcard.com or Simon Guest Services.

See Retailer Gift Card Agreement for more information about the Retailer Gift Card, including Card Terms and Conditions and (if applicable) any fees.

Visit the VIP Shopper Club Enrollment Bar

Thursday–Saturday, 12–6PM

Near Skechers

Enroll as a new VIP Shopper Club Member and receive a free gift*. Becoming a VIP Member is free to join and gives you access to exclusive member benefits including: online coupons, insider information from your favorite brands, sales and event updates, special offers and more.

*While supplies last

Norfolk Premium Outlets®

1600 Premium Outlets Boulevard
Norfolk, VA 23502

Facebook: /NorfolkPremiumOutlets

Twitter: @NorfolkPo

Instagram: @NorfolkPO

Share your favorite moments with us using #ShopNorfolkPO
premiumoutlets.com/norfolk



NORFOLK PREMIUM OUTLETS® OPENING CELEBRATION

June 29–July 2

OPENING HOURS

Thursday–Saturday 10AM–10PM

Sunday 10AM–9PM

NORFOLK PREMIUM OUTLETS®
A SIMON CENTER

In-Store Events

Asics

Saturday–Sunday
Join us for prize raffles at 2PM, 4PM, and 6PM.
Please see official rules at the store.

Columbia Sportswear

Thursday–Sunday
Be the first person in line and win! The first 100 customers in line each day have a chance to win a Kayak or a \$10, \$25, or \$100 promotional gift card to shop and save with instantly.
Minimum purchase required to redeem promotional gift cards. Receive a free Columbia Sportswear tote bag with every purchase, while supplies last.

Converse

Thursday, June 29
Receive a free backpack with any purchase of \$60 or more.
Limit one per customer. First come, first served. While supplies last.

Thursday, Saturday and Sunday, 1–5PM
Enjoy live music and hourly gift card raffles. Drawing will be pulled on the hour, each hour.
Winners must be present to win. No purchase necessary. See store associate for complete details.

Fragrance Outlet

Thursday–Sunday
The first 50 customers will receive a free Fragrance Outlet beach tote each day of Opening Weekend. Stop by to spin the Wheel of Prizes & Discounts in-store.
While supplies last.

Francesca's

Thursday, June 29
The first 25 guests will receive a gift card. Gift card amounts will vary.
While supplies last.

Forbes Candy

Thursday–Saturday
Free samples, tastings and chocolate-making demonstrations throughout each day.
See store for more details.

Hanesbrands

Thursday, June 29
Join us for a Bra Fit event and receive a \$5 coupon.

Jamba Juice

Thursday, June 29
The first 50 customers will receive a Jamba Juice t-shirt.

In-Store Events (cont.)

Jody's Popcorn

Thursday–Sunday
Join us for daily events and enjoy complimentary samples of gourmet popcorn and fountain drinks all weekend.
Thursday, June 29
Get your pictures taken with Jody's Popcorn mascot.

Friday, June 30, 12–4PM
Join us for a cornhole contest.

Sunday, July 2
Receive a free tasting bag of Freedom Funfetti.
While supplies last. See store for more details.

Kung Pao Wok

Thursday–Sunday
Receive a free fountain drink with purchase of a 3-item combo meal entrée.

Le Creuset

Thursday–Sunday
Join us for cooking demonstrations throughout the weekend. Plus receive a free pie bird with any purchase.
Offer available while supplies last, exclusively at Norfolk Premium Outlets. One per customer.

The North Face Outlet

Thursday–Sunday
Sign up for our VIPEAK Rewards Program and receive 1,000 points. Plus spend \$75 in store and receive a free gift with purchase.

Skechers

Thursday–Sunday
Join us for entertainment, giveaways and more. Bring your whole family and spin the Skechers prize wheel for a chance to win a free pair of shoes. The first 50 people in line at 10AM on Saturday, July 1st will receive a free lunch tote.

Tommy Hilfiger

Thursday
Enjoy our in-store DJ.

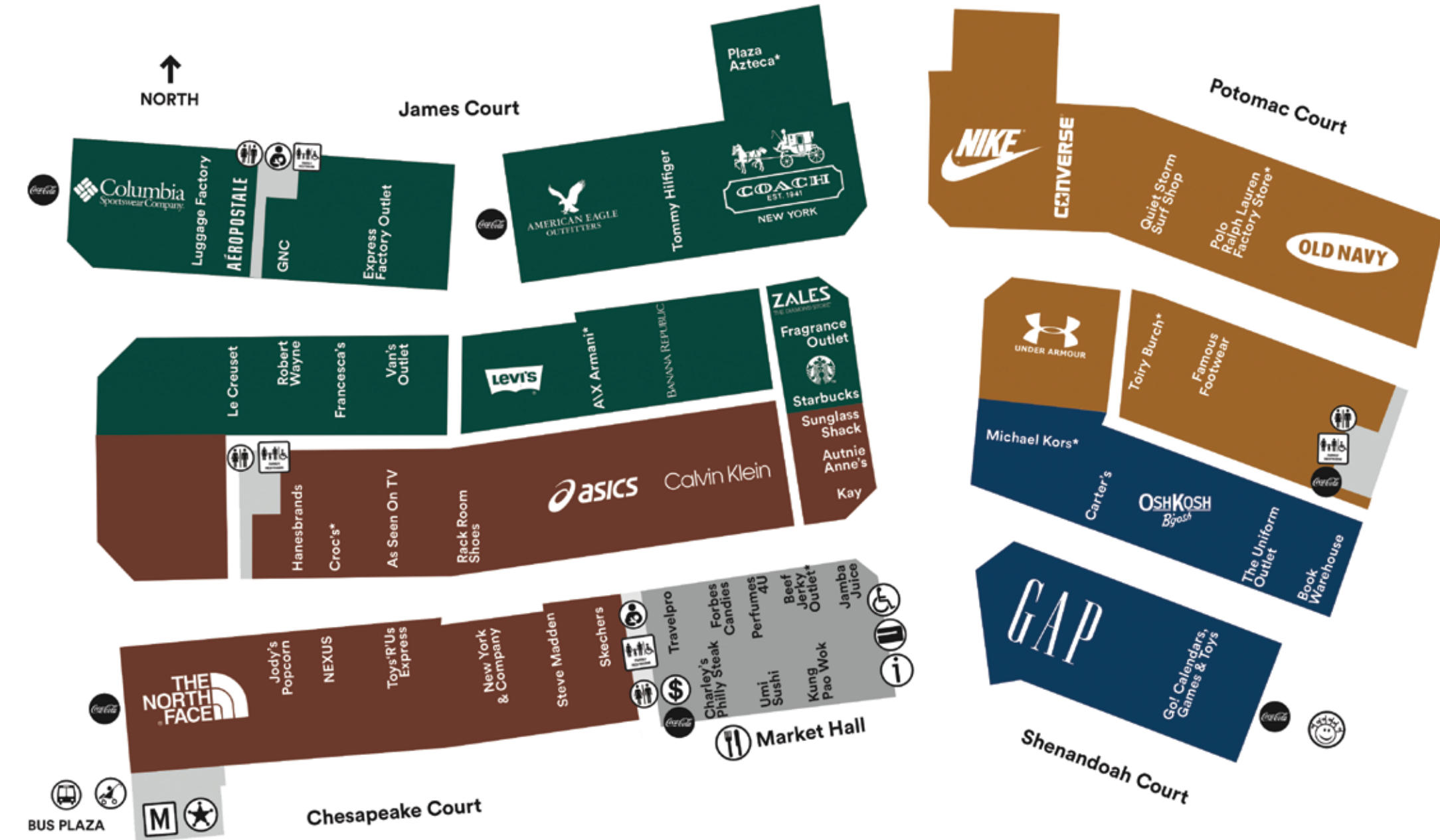
Thursday–Saturday
10AM–2PM
We will be giving away 25 Tommy Hilfiger branded totes every hour, on the hour.

Saturday–Sunday, 12–4PM
Join us for our Polaroid activation event. Shoppers will get to keep the Polaroid photo and tear off a coupon.
Coupon will only be valid day of event.

Under Armour

July 1, 10AM–4PM
Win prizes and listen to our in-store DJ.

Directory



*Coming Soon