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## **MEDIA ALERT/PHOTO OPPORTUNITY**

### **SkySong Farmers' Market Returns on October 21**

*More Than Two Dozen Vendors Expected Under SkySong Shade Structure*

SCOTTSDALE, Arizona (October 7, 2010) — After an extremely successful run in the fall of 2009 and in spring of 2010, the SkySong Farmers' Market will return on Thursday, October 21 under the SkySong shade structure.

The Farmers' Markets will take place from 2:30 to 6 p.m. each Thursday except for major holidays until the end of March. It will feature more than two dozen farmers, agriculturalists, food caterers and food retailers, and other sustainable product retailers. The start of the Farmers' Markets in 2009 represented the first retail-oriented events on the property since the days of the old Los Arcos Mall, which closed in 1999.

In addition, the Sustainable Symphony will bring orchestral music to the new Evening Farmers' Market at SkySong on Oct. 28 at 6 p.m.

The Symphony, comprised mostly of ASU students and alumni, concentrates on performing well-known and relevant orchestral music. Their 40-piece orchestra will be performing as the Farmers' Market concludes its business for the day.

While farmers' markets promote sustainable practices, especially the virtues of using locally grown produce and food products, the Sustainable Symphony promotes the arts as "sustainable" while challenging how current symphony orchestras present themselves.

The Sustainable Symphony will be one of several events and performances scheduled throughout the upcoming year.

"The Farmers' Markets were a great addition to SkySong and really helped the project connect to the local community," said Sharon Harper, President & CEO of the Plaza Companies, the developer of SkySong. "It's a great event with tremendous products available, and we hope residents continue to enjoy them and see it as a community amenity."

Plaza Companies is the co-developer of the project in partnership with the Arizona State University Foundation and USAA Real Estate Company.

Don Couvillion, Vice President of Real Estate for the ASU Foundation, said the Farmers' Market fits well with the sustainable vision of the SkySong project as a whole.

“SkySong has been dedicated from Day 1 to the concept of sustainability, and Farmers’ Markets are a very fitting way to show that commitment,” Couvillion said. “We’re proud to be able to bring this kind of event to south Scottsdale, and we hope that the local community enjoys the markets and the performances.”

**For regular updates and schedules for the SkySong Evening Farmers’ Market, visit [www.skysongcenter.com](http://www.skysongcenter.com), or visit SkySong’s page on Facebook at [www.facebook.com/skysongcenter](http://www.facebook.com/skysongcenter).**

SkySong is a mixed-use development that will consist of 1.2 million square feet of office and retail space at full build out in addition to residential units. Organized around a central plaza with the project’s signature, iconic shade structure and a grand boulevard lined at ground floor with retail, SkySong is designed for innovative companies whose global business success is enhanced by a facilitated collaboration with ASU’s human and technological assets.

The completed project will be a vigorous, 21st century center for innovation, commercialization, entrepreneurship and business development. Strategically located between downtown Scottsdale and the ASU main campus in Tempe, SkySong is a catalyst for the revitalization and redevelopment of the area. Since SkySong was announced in 2005, private investments in new businesses and residential developments have sprung up around it.

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#### ABOUT THE DEVELOPERS

Plaza Companies is the developer of the project in partnership with Arizona State University Foundation and USAA Real Estate Company. Lee & Associates has been retained to bring major corporate tenants that are compatible with the office/research character of the center. Pei Cobb Freed & Partners are the design architects for the project, and DMJM Design is the local architectural firm. Sundt Construction is the general contractor.

***Plaza Companies** is an Arizona-based full service real estate company started in 1977. The portfolio of projects and communities developed and managed by the company is valued at more than \$1 Billion. [www.theplazaco.com](http://www.theplazaco.com)*

***USAA Real Estate Company**, with over \$5 billion of assets, provides co-investment, acquisition, build-to-suit and development services for corporate and institutional investors. In addition the company provides investment vehicles for domestic and foreign investors. The USAA portfolio consists of office, industrial, retail and hotel properties with annual volume transactions exceeding \$3 billion. USAA Real Estate Company is a subsidiary of USAA, which has served military families since 1922 and has become one of America’s leading financial services companies. For more information about USAA Real Estate Company, visit [www.usrealco.com](http://www.usrealco.com).*

#### ABOUT THE ASU FOUNDATION

***ASU Foundation** is an independent non-profit organization that acts as the principal agent through which gifts are made to benefit the Arizona State University. The mission of the ASU Foundation is to solicit, manage and disburse the proceeds of gifts made to ASU. [www.asufoundation.org](http://www.asufoundation.org)*