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## FOR IMMEDIATE RELEASE

### **The Shops at Wailea Appoints Denise Hart as Director of Marketing**

*Premier Shopping and Dining Destination Adds Accomplished Marketing Veteran to Leadership Team*

**Wailea, Maui, Hawaii** – (August 7, 2017) The Shops at Wailea announced today that Denise Hart has joined the company as Director of Marketing. An award-winning marketing veteran, Denise will be responsible for all aspects of marketing at The Shops at Wailea including advertising, merchant relations, community relations, promotions and event activities.

“Denise’s well-rounded industry knowledge and extensive retail marketing experience uniquely position her to lead our marketing efforts,” said Brian Yano, general manager of The Shops at Wailea. “With a proven track record of leading successful retail marketing campaigns, Denise’s leadership skills and strategic vision make her a wonderful addition to our team.”

Prior to joining Festival Companies, Denise held the Vice President of Marketing position with Vestar, a shopping center and acquisition management company, for more than nine years. Her vast retail experience also included marketing positions with Nike, Simon Property Group, The Mills Corporation and Marriott Hotels. She brings more than 20 years of experience in retail, event marketing, public relations, tourism and sponsorships to her new role at The Shops at Wailea.

Denise is a member of the International Council of Shopping Centers, through which she received both her Certified Retail Property Executive (CRX) and Certified Marketing Director (CMD) designations. She is the past chair of the Tempe Convention & Visitors Bureau Board of Directors, last year’s Business Woman of the Year for Tempe, Arizona and a recipient of a Gold MAXI award from this year’s ICSC RECON in Las Vegas.

“I’m thrilled for the opportunity to join the team at The Shops at Wailea,” said Denise Hart. “I am eager to work closely with the executive team and the retail and dining partners to further develop a robust marketing strategy and enhance the guest experience.”

For more information, visit [TheShopsAtWailea.com](http://TheShopsAtWailea.com) or call (808) 891-6770.

### **About The Shops at Wailea**

The Shops at Wailea is Maui’s premier shopping and dining destination with more than 70 distinct boutiques, shops, restaurants and galleries. It is nestled in the heart of Wailea Resort at 3750 Wailea Alanui Drive and is managed by The Festival Companies. The Shops at Wailea is open daily from 9:30am to 9pm and offers free parking for the first hour and validated parking with a purchase for the next three hours; then standard rates apply at \$6 an hour or \$3 for every 30 minutes. For more information, visit our website at [www.TheShopsAtWailea.com](http://www.TheShopsAtWailea.com) or call (808) 891-6770. Follow @TheShopsAtWailea on Instagram and @ShopsAtWailea on Twitter and “Like” us on Facebook.

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**About The Festival Companies:**

The Festival Companies is a full-service shopping center developer, property manager and advisory services firm, based in Los Angeles and Oahu. Festival's 13 year track record in Hawaii includes an array of high profile and unique projects including Royal Hawaiian Center, SALT at Our Kaka'ako, Lahaina Gateway, and Maui Mall. Festival is a nationally recognized innovator of retail properties, transforming real estate into vibrant retail destinations unique to their locations and demographics. Festival's specialized expertise includes regional malls, high quality resort properties, street retail and urban-in-fill projects, lifestyle destination centers, community centers, and retail driven mixed-use properties. Festival's extensive background in redevelopment has spurred revitalization and economic development to many communities. Over its 30 year history Festival has developed and operated over 25 million square feet of retail properties in 23 states.

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