

COUNT ON IT! HERE IT COMES

## Here It Comes!

The keystone is being set. And a promise fulfilled.

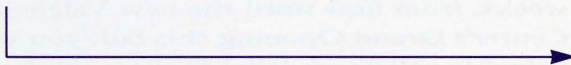
The completion of the new Valencia Town Center is the full realization of the original Valencia community master plan, set in motion more than 25 years ago by The Newhall Land and Farming Company. And this coming fall its doors will open for you.

To commemorate this long-awaited occasion, we're inviting you to become an important part of our Grand Opening countdown. You can accumulate something of real value in the process, and you can win an array of exciting prizes including \$1,000 shopping sprees, trips, gifts and much, much more in the Valencia Town Center *Count On It!* Grand Opening Giveaway.

You're ready to start. The Valencia Town Center *Count On It!* Club is a unique collector's club—with a special purpose that can mean big dollar savings for you. And it can all add up fast.

All you have to do is *Count On It!*

Here's how:



**C**ollect a piece of history. The distinctive identity and interior design treatments of the new Valencia Town Center reflect a rich local history that has been closely linked to Southern California orange and citrus farming for more than a hundred years. Valencia is situated on part of the vast Newhall Ranch, an original holding of The Newhall Land and Farming Company, a pioneer California orange and citrus producer.

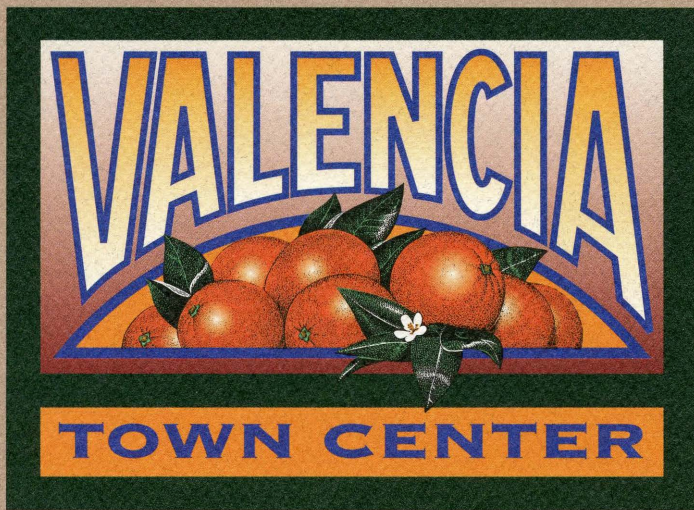
As this unique industry evolved, millions of colorful paper labels were used to identify and advertise the wooden crates of oranges that were shipped throughout the country by these growers. This now rare and collectible commercial art form from a bygone era has vividly captured a piece of Valencia's heritage and tradition of success. And it has in turn influenced the identity of what the new Valencia Town Center is all about. It's a legacy of adventurous prosperity. You can *Count On It!*

Start now—with your enclosed *Count On It!* Club collector's album. Approximately every six weeks, from now until the new Valencia Town Center's Grand Opening this fall, you will receive a valuable collector's label to place in your album. Look for them in *The Juice*, our newsletter to the Santa Clarita Valley.

**E**ach distinctive new label will be different and will have something to say about the new Valencia Town Center. Also in *The Juice* you will receive information about a host of events leading up to the Grand Opening that you will want to be a part of.

Look for *The Juice* in the mail and start collecting. Punch out the labels and glue them into your album. When you complete your Valencia Town Center label collection, present it at the Mall's Grand Opening this Fall. Your name will be entered into a special drawing for a chance to win exciting prizes, shopping discounts, and select no-cost services from participating Valencia Town Center retailers.

For further information call us at 805-287-9050. We look forward to seeing you soon. You can *Count On It!*



COUNT ON IT! CLUB

Collector's Album

*Fashion*



CALIFORNIA STYLE AT ITS FINEST

V A L E N C I A T O W N C E N T E R

# Carouseel



THE CIRCUS COMES TO TOWN

V A L E N C I A T O W N C E N T E R



LET'S GO TO  
THE MOVIES!

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V A L E N C I A T O W N C E N T E R



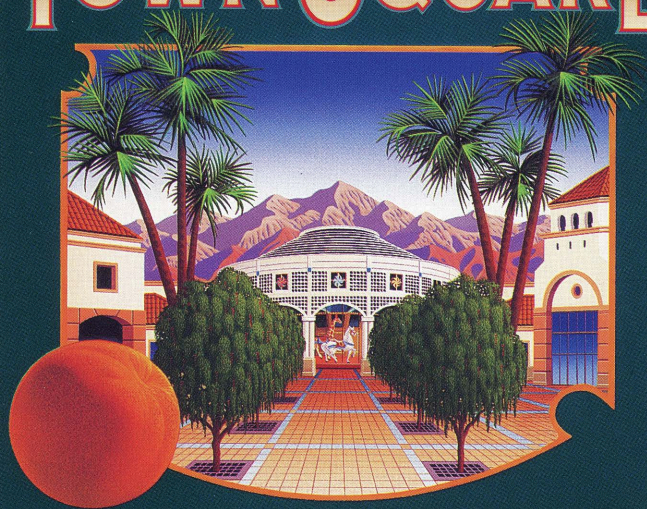
Orange Grove

SNACKIN'  
IN THE FOOD COURT

V A L E N C I A T O W N C E N T E R

The advertisement features a central illustration of a man and a woman sitting at a table in a food court. The woman, on the left, has short blonde hair and is wearing a red sweater over a white collared shirt. She is smiling and holding a white cup with a straw. The man, on the right, has grey hair and is wearing a green jacket over a white collared shirt. He is also smiling and holding a sandwich. On the table in front of them are two more white cups with straws and a plate with a sandwich. The background shows a large arched window with a sign that reads "ORANGE GROVE" in a stylized font. Above the sign, there are illustrations of two birds perched on a branch. The window looks out onto a tropical scene with palm trees and a bright sky. To the right of the illustration, the words "Orange Grove" are written in a large, red, cursive font. Below this, there is a small rectangular box with a pattern of oranges and leaves. Underneath that, the text "SNACKIN' IN THE FOOD COURT" is written in a red, sans-serif font. At the bottom of the entire advertisement, the words "V A L E N C I A T O W N C E N T E R" are written in a small, spaced-out, sans-serif font.

# TOWN SQUARE



BE A PART OF IT!

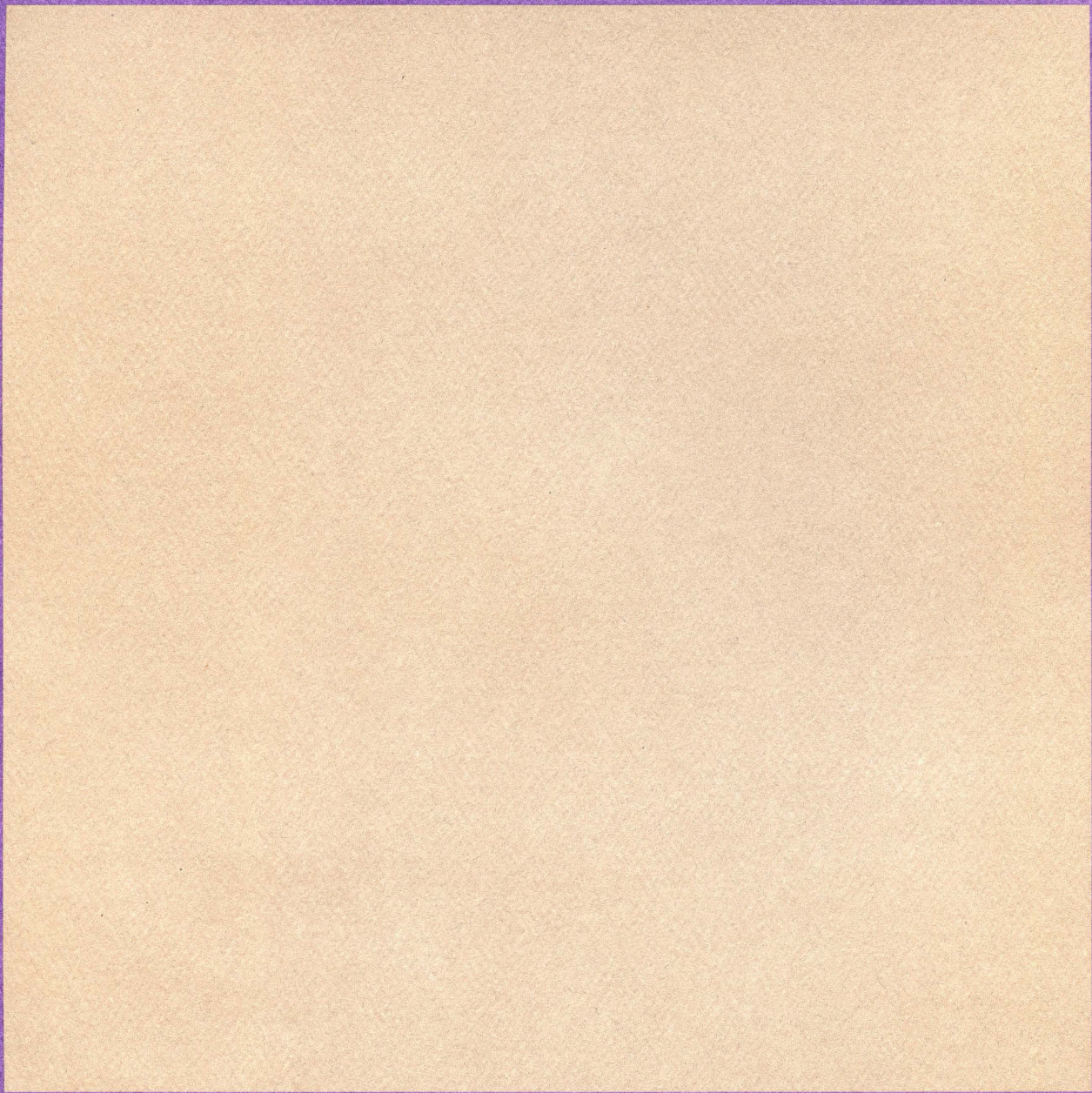
V A L E N C I A T O W N C E N T E R

# CELEBRATE



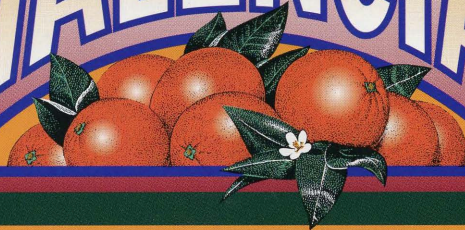
GRAND OPENING SEPTEMBER 1992

V A L E N C I A T O W N C E N T E R





**VALENCIA**



**TOWN CENTER**