



For Immediate Release
Contact: Lesley Waldsmith
RMD Advertising
Waldsmith@RMDadvertising.com
614-794-2008

Holiday Drives Benefiting Asheville Children In Need

Leading Local Retailers Invite Shoppers to Donate to Santa's Mission at Biltmore Village

ASHEVILLE, N.C. (December 1, 2010) – Biltmore Village retailers at 10 Brook and 2 Swan Street announce *Santa's Mission at Biltmore Village*, a holiday toy and gift drive benefiting patients at Mission Children's Hospital. New, unused toys can be delivered to High County Style through December 18. Biltmore Village is hosting the toy and gift drive as a way to festively celebrate the holiday season with its shoppers while giving back to the Asheville community.

In addition to the toy drive, Biltmore Village will also donate \$0.10 for each new person to "like" [Biltmore Village on Facebook](#), now through December 15, up to \$2,500. Biltmore Village is launching the Facebook page to help drive holiday donations and further connect its shoppers with valuable information.

"Our local and regional shoppers continue to show great support when the community needs it," said Joe Tanneberger, Executive Vice President, Hill Partners, Inc. "Biltmore Village retailers at 10 Brook Street and 2 Swan Street enjoy acting as a bright spot in Asheville, encouraging community involvement. *Santa's Mission at Biltmore Village* is an excellent opportunity to give back to this great community and to bring cheer to local children in need."

"We're so pleased to work with the Biltmore Village retailers, especially during this special time of year," said Teresa Cunningham, Director of Children's Hospital Philanthropy, Mission Children's Hospital. "The children here are great kids who all deserve a little extra merriness. It's heartwarming and rewarding to see other members of the community, like Biltmore Village retailers, recognize that too."

Biltmore Village, nestled in the Blue Ridge Mountains of Asheville, N.C., is a multi-phase mixed-use development offering a collection of national, regional and local specialty merchants. Biltmore Village offers a dynamic retail line up including High Country Style, Williams-Sonoma, J.Crew, Chico's, Soma, Coldwater Creek, Pi Salon.Spa and a three-door concept that includes Talbots, Talbots Petites and Talbots Woman. The developer, Hill Partners, Inc., based in Charlotte, N.C., is responsible for merchandising, leasing and management of the mixed-use development.

For more information on this release or to schedule an interview, please contact Lesley Waldsmith at RMD Advertising at 614.794.2008.

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