



the *V* collection

Fashion Trends

Say Hello to Spring's Hottest Looks

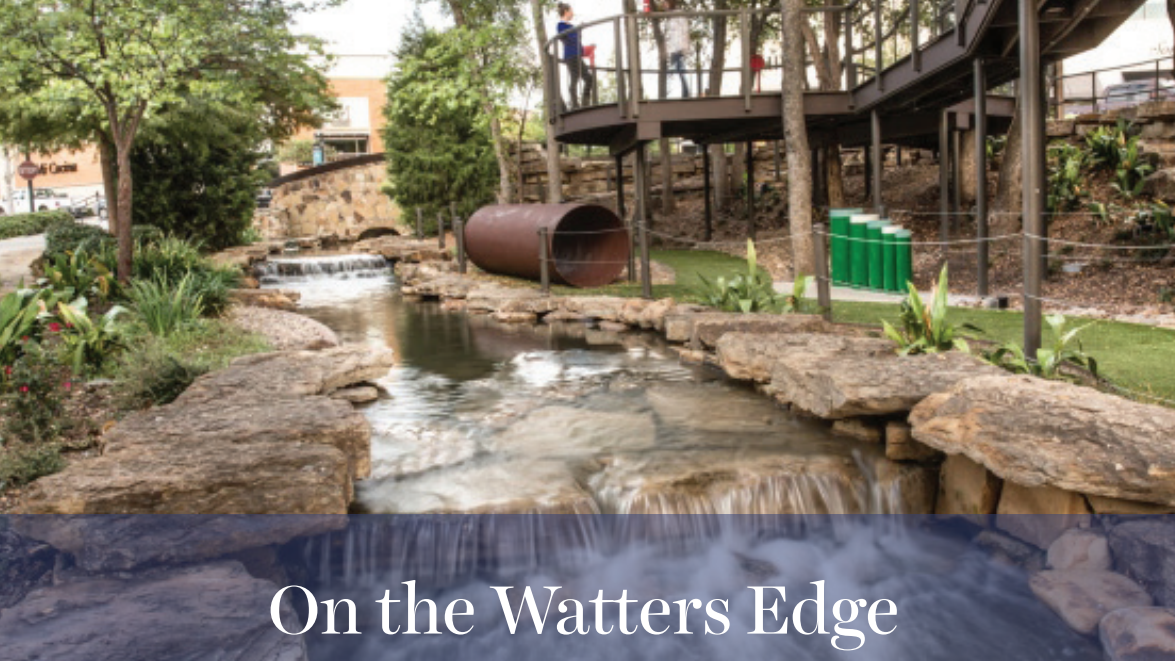
SPRING HAS SPRUNG AT WATTERS CREEK

*Get Pampered on
Mother's Day
(or Any Day)*

TAKE A BITE
DELICIOUS DESSERTS À LA WC

SPRING 2017

PLUS
Family-fun
events all
season long!



On the Watters Edge

Spring ushers in a multitude of activities at Watters Creek, and I'm excited to give you a sneak peek at what we've got in store for you!

As always, we aim to draw in the community with fun, engaging activities throughout our exquisite property—52 acres of lush landscaping and natural beauty that includes hundreds of trees, a babbling creek, and a spacious village green that serves as the perfect gathering spot for family and friends. In fact, Watters Creek is fast becoming Allen's go-to destination to gather and celebrate the holidays year-round, creating treasured memories along the way.

Our Spring calendar features a line-up blooming with gotta-be-there special events, activities, festivals, and concerts, beckoning you to come out and enjoy it all in our resort-style atmosphere.

The best part? We've got something for everyone, from kid-focused activities to family-friendly events to just-for-adults fitness classes.

The Spring fun starts on March 9, when we welcome back our **Lucky Duck Kids' Club** with a **Party at the Playground** geared just for the little ones. *(Hey moms, we noticed you enjoy this almost as much as your kids. Glad to see you connecting and getting some "mom time" while your kids play.)*

Our family-friendly **Shamrock Shindig** on March 11 appeals to all ages looking to celebrate St. Patty's day, whether you're Irish or an Irish-wannabe. Held out on The Green (where else?), we're even dyeing our namesake Watters Creek green just to get into the spirit.

For animal lovers, we've got a beloved tradition of photo opportunities with foster bunnies for Easter. We bring in a professional photographer (weekends starting March 25) with a studio setting and a beautiful background; it's been a huge hit in past years. Plus, we've got our phenomenal adoption event—**Easter Paw-rade**—where you can get up-close-and-personal with cats and dogs just begging to join your family. At this event, you can also bring your own dog (topped off with a cute Easter bonnet) for a great photo op.

For music and art lovers, we'll kick off our popular **Concerts by the Creek** series, and we also host the annual **Allen Fine Arts Festival**. Plus, we're launching a fun, colorful, interactive art-and-music experience with our unique **Pianos on Parade** program. (Read more about it on page 11.)

So, mark your calendars, round up your family and friends, and join us for a Spring full of fun at Watters Creek!

Here's to You!

Debra

MARKETING DIRECTOR, DEBRA MARTINEZ
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P.S. Talk "shop" with me at dmartinez@trademarkproperty.com. Tell me what you love about our center; what you would like to see more of; or inspire us with story ideas for an upcoming issue of The WC Collection magazine.



ON THE COVER

Spring has arrived at Watters Creek! Hop on over to freshen up your wardrobe and find the latest styles and accessories from your stores and brands. Enjoy dining options galore while you refresh in the resort-like ambiance all around you.

WATTERS CREEK AT MONTGOMERY FARM
970 GARDEN PARK DR | ALLEN, TX 75013

GUEST SERVICES

- GIFT CARDS
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Music to Our Ears

by Lisa Beach

Music feeds the soul, creates ambiance, and connects people. Tapping into these feel-good benefits, Watters Creek puts music front and center this spring with the launch of **Pianos on Parade** and the debut of its **2017 Concerts by the Creek** Spring series.

Riding on the heels of its 2016 Obelisk Arts Partnership Award, Watters Creek continues its long-standing tradition of supporting the arts, with both new initiatives and popular favorites that will set the tune for family-friendly fun and community connection.

To help kick off the Allen Fine Arts Festival beginning on May 12, Watters Creek debuts **Pianos on Parade** featuring five upright pianos placed at outside locations throughout the center. *Anyone* can sit down and play, whether you're a newbie or a Mozart in the making. The kicker? The pianos are whimsically painted by various artists, including students from the Allen High School honors arts classes.

"Our goal is to create a spontaneous interaction," explains Debra Martinez, Watters Creek Marketing Director. "We'll put 'play me' signs on the pianos, inviting guests to sit down and tickle the ivories. And one night a week throughout the summer, we'll hire professional musicians to entertain guests."

To further the community interaction, guests can take part in the hands-on painting of one of the pianos during the arts festival. Located at **Blue House Too** (the center's dedicated space for creativity), the piano will be inside waiting for guests to pick up a paintbrush and add their artistic touch.

Adding to the musical ambiance, Watters Creek kicks off its 2017 spring season with **Concerts by the Creek**, a free outdoor concert series featuring an eclectic assortment of live local bands. The first concert is slated for Saturday, April 1, 7 to 9 p.m. and the series continues through June 30, every Saturday night.

"Music and food bring people together, and we offer the best of both as part of our resort-style center," says Martinez. "We love being able to provide top-notch, family-friendly entertainment with our property's beautiful, natural setting as a backdrop."

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-Debra Martinez, Watters Creek Marketing Director

