



KIDS MARKET

WESTFIELD GARDEN STATE PLAZA • WESTFIELD GALLERIA AT ROSEVILLE



UNIBAIL-RODAMCO-WESTFIELD

LEARNING DOLLAR VALUES

WHAT HAPPENS WHEN YOU GIVE KIDS SOME MONEY TO SPEND ON OTHER PEOPLE?

Kids are used to making holiday gift lists. Usually for themselves. And managing money? Isn't that for someone else to worry about?

It turns out it's never too early to learn about the joys of giving. Along with budgeting, list making, shopping, and checking out.

So the Kids Market was set up in Macy's court, a popular destination in the mall during this time of year.

Or should we say, malls?



A GREAT IDEA FROM COAST TO COAST

ROSEVILLE, CA. PARAMUS, NJ.

The Kids Holiday Market was an idea that a lot of people got behind. From one side of the country to the other. Inside the Westfield Garden State Plaza in New Jersey and in the Westfield Galleria at Roseville in California hundreds of kids went shopping for others in a safe, fun, and yes, an educational environment.



SHOP 'TIL YOU DON'T DROP

WITH A CLIPBOARD AND BUDGET, THE KIDS WENT TO WORK.

A SIX KID-SIZED STEP PROCESS

STEP 1: Purchase a ticket to enter and establish a shopping budget with their parents. (Let's face it: The kids don't have paychecks yet.)

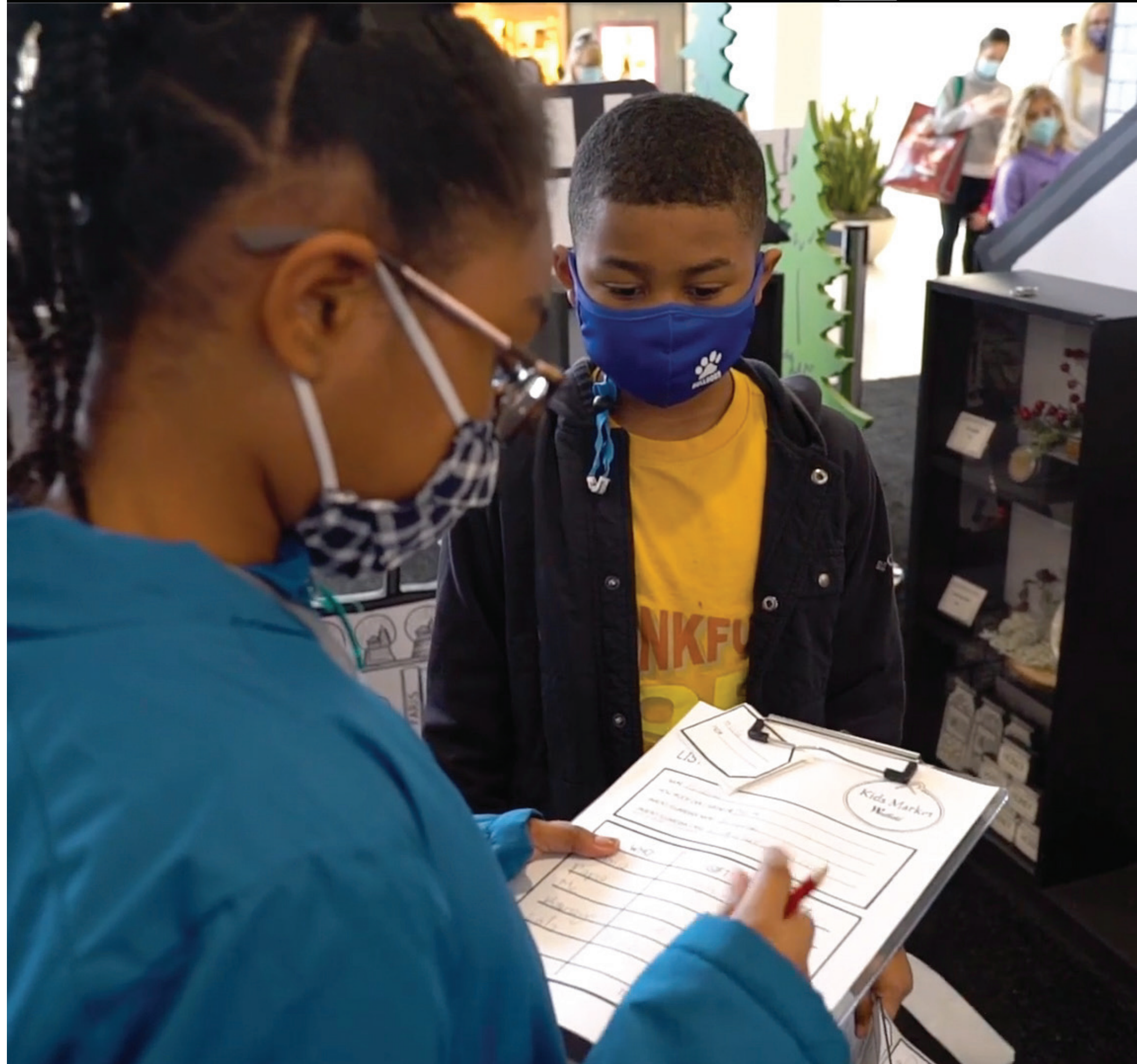
STEP 2: Watch the puppet show that explains how the market works and how to shop for others.

STEP 3: Gather the tools of the day: clipboard, shopping list and pencil.

STEP 4: Shop from a curated collection of giftable items ranging from \$10-\$25 that included candles, ornaments, jewelry, and more.

STEP 5: Rest those weary feet and take in a 2nd puppet show describing the check out process and let their parents pay for the gifts. (Once again, the kids don't have paying jobs.)

STEP 6: The kids collect their wrapped packages. But the experience doesn't end there. There's a photo wall and scavenger hunt to finish their trip to the Kids Market.



NOT JUST SHOPPING SMART

FUN WAS IMPORTANT, BUT SAFETY WAS NUMBER ONE.

The Kids Market was a great way for the little shoppers to have fun while learning, but there was the COVID-19 pandemic still ranging all over the county and neither California nor New Jersey could go maskless.

In fact, every precaution was taken. Those clipboards and pencils? They were either sanitized after every use or only used once. Capacity was limited and social distancing was practiced all throughout the experience.

Masks were worn by everyone, even the puppets.

Got to set the example. Better safe than sorry.



SMILING EYES

THEY MAY HAVE BEEN WEARING MASKS, BUT THE LAUGHTER COULD BE HEARD THROUGHOUT THE CENTER.

The Kids Market was a hit on both coasts. In a year like no other and during a time when smiles might have been hard to find, the holiday spirit could easily be found in the Westfield Galleria at Roseville and the Westfield Garden State Plaza.

AND WHAT HAVE WE LEARNED?

Puppets are fun. Shopping is really fun. Spending someone else's money is really, really fun.

