WATTERS CREEK
VILLAGE

2025 NEW STORE OPENINGS
PUBLIC RELATIONS CAMPAIGN

Thursday, February 20, 2025

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PROJECT:
Proposing a 3–4-week Public Relations campaign will highlight our newest tenants and showcase their unique stories and concepts. With 8 confirmed openings and potentially 3-4 more this year, we have many exciting narratives to share. These stories should engage our audience, attract new customers, and enhance the broader DFW retail, restaurant, and tourism scene.

I envision a round-up story emphasizing our new and incoming tenants and individual releases that delve into each concept's specific story. I aim to "interview" each of them to capture their visions and ideas in their own words and pitch these to local media. The profiles can reside on our website's "Spotlight Articles" page and be showcased on our social media platforms. Ultimately, they would convert into local and industry news stories.

<u>New Tenant Openings:</u>

- Sneaker Haven- Dec 2024
- Bread Winners Café- Jan 2025
- Vaquero's Texas BBQ- Jan 2025
- The TOX- Mar/Apr 2025
- Pure Green – Mar 2025
- Color Me Mine- Apr 2025
- Louis G Jewelry
- BeFit Modern Pilates
- Pending- Previous Mutt's location
- Pending- Weekend Market