



# HOLYOKE MALL CARES

## 2024 YEAR IN REVIEW



# HOLYOKE MALL SNAPSHOT

*YOUR SHOPPING, DINING, AND ENTERTAINMENT DESTINATION*

APPROXIMATELY

**3,000**

**JOB  
BROUGHT TO  
HAMPDEN COUNTY**

**#1**

**LARGEST SHOPPING, DINING,  
AND ENTERTAINMENT  
DESTINATION IN WESTERN MA**

**150+**

**BUSINESSES &  
GROWING**

# JULY 5, 1979

Holyoke Mall opened its doors to the public

## SERVING HOLYOKE FOR 45+ YEARS



In 1995 Holyoke Mall Expanded adding 500,000 sf





## TO OUR FRIENDS, PARTNERS, NEIGHBORS AND GUESTS:

Holyoke Mall had another outstanding year working alongside non-profit organizations in Holyoke and Western Massachusetts!

In 2024, we proudly partnered with over **30 non-profits** and helped organize nearly **200 impactful events** at the center. Giving back to our community is at the heart of everything we do, and we believe it plays a crucial role in our continued success. We are honored to support all not-for-profit groups dedicated to improving the lives of those in Holyoke and beyond. Our doors are always open to provide space for tabling opportunities, fundraising and awareness campaigns, community training sessions, or large-scale events in our common areas.

*Together, we can create lasting change!*

# HOLYOKE VNA & HOSPICE LIFE CARE: LIGHT UP A LIFE



The **Holyoke Visiting Nurse Association and Hospice Life Care** hosted their annual tree lighting ceremony to honor loved ones who have received hospice care. For over five years, this tradition has taken place at the center, offering a special way for the local community to come together in support of a meaningful cause. Throughout the holiday season, visitors are invited to purchase ornaments to honor a loved one, with all proceeds staying within the community. These funds play a crucial role in helping Holyoke VNA continue providing essential programs and services to patients and their families.

# SALVATION ARMY KETTLE CAMPAIGN

The **Salvation Army** once again brought holiday cheer to the Holyoke Mall with their 9th annual Red Kettle and Angel Tree Campaign, a beloved community tradition. To kick off the initiative, the organization hosted a ceremony featuring the **Holyoke High School Madrigal Choir**, spreading festive joy with their holiday tunes. Salvation Army volunteers were stationed with their Red Kettles throughout the mall, as well as at their Angel Tree location, collecting donations for holiday gifts for children in need. The continued success of this campaign is a testament to the generous spirit of our community, making the holidays brighter for many families in the area.



# TYKES TUESDAY

Holyoke Mall is proud to offer a fun, educational, and free 7-week summer program for children ages 12 and under, along with their families. This program features a variety of fun, educational, and interactive presentations and activities.

In addition, weekly raffles, special promotions, and exclusive discounts are offered to parents that can be used participating shops, restaurants and entertainment venues the day of the event.



# HALLOWEEN MALL-O-WEEN

Holyoke Mall hosted its annual Halloween Mall-O-Ween event, which was attended by the Holyoke Fire Department, as well as other non-profit organizations who helped handout candy.

Children and their families were able to meet the community's first responders, while trick-or-treating at participating stores throughout the center in a fun and safe environment.



# GET HIRED JOB FAIR

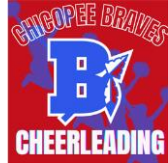
In 2024, Holyoke Mall hosted two community job fairs with 60+ Western Massachusetts businesses and organizations from a variety of industries.



Each job fair attracted between 200 and 300 job seekers, assisting them in connecting with businesses that required their skills.



# HOLYOKE MALL PARTNERED WITH THE FOLLOWING COMMUNITY ORGANIZATIONS & MORE IN 2024



# AWARENESS CAMPAIGNS

Groups using the center for fundraising purposes will not only be in the eyes of millions of annual visitors, but also our social media outreach. Holyoke Mall is happy to help promote your organization to let our guests know about your cause.

*Have a question? A campaign? An event? Or looking for more information, please don't hesitate to reach out. We'd love to hear from you!*

Holyoke Mall is a part of a community, just like your organization and we look forward to working with you in 2025 and beyond!



*“These events were extremely beneficial. During our 5 days we sold 185 baskets in total. The funds we raised will help off set the rising costs of vet bills and help provide the proper care for all of the cats and kittens we take in on a daily basis.”*

**Allen Hall**

Westfield Homeless Cat Project

# DONATION REQUESTS

Holyoke Mall event space and tabling are **FREE** for non-profit use. Groups are asked to fill out and submit the required paperwork to be granted access.

Many of our stores, restaurants, and entertainment venues will partner and donate to various not-for-profit organizations. Please submit your request to the marketing department at <https://www.holyokemall.com/community/> two (2) months prior to event date and the team will pass along your request.



# FROM OUR FAMILY TO YOURS, *THANK YOU!*

Holyoke Mall is a top destination center in Western New England, offering a premier shopping, dining, and entertainment experience. Spanning three levels, it features over **150 brands**, **4 sit-down restaurants**, and **4 entertainment venues**. With its unique and diverse mix of tenants, Holyoke Mall attracts both local shoppers and tourists, making it the area's go-to spot for a wide range of activities and experiences.

**#HOLYOKEMALL**

[www.holyokemall.com](http://www.holyokemall.com)

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