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#### **FOR IMMEDIATE RELEASE**

## **GREAT LENGTHS HAIR CUTTING EVENT & REGISTRATION HELD AT OUTLETS OF MISSISSIPPI**

**PEARL, MS (APRIL 29, 2019):** The Outlets of Mississippi, the state's largest outlet shopping destination located minutes from the capital city of Jackson in the city of Pearl, is happy to announce the 2019 WLBT's Great Lengths hair cutting event to be held at Outlets of Mississippi!

The event will occur on October 17, 2019, but registration begins this Friday, May 3 and Saturday, May 11 at the Outlets of Mississippi Food Court from 10am to 2pm.

The Great Lengths initiative was created to encourage people to grow their hair to be cut and donated to Pink Heart Funds, a non-profit organization that provides wigs to those suffering from hair loss as a result from cancer.

St. Dominic's Cancer Services serves as the main sponsor and partners every two years with Hinds Community College which provides the stylists, chairs and equipment for this highly anticipated event.

"We are absolutely thrilled to be hosting this event in the fall! We love partnering with outstanding groups that are working to make a difference in our community. Everyone is invited to come register for the Great Lengths event this Friday and next Saturday at our Food Court. We'll even be giving away some Outlets of Mississippi gift cards in a drawing for everyone who registers on site!" commented Kathy Hackshaw, Director of Retail Operations and General Manager of the Outlets of Mississippi.

To learn more visit WLBT's website and search Great Lengths.

#### **ABOUT THE OUTLETS OF MISSISSIPPI**

At 325,000 square feet the Outlets of Mississippi is the largest outlet shopping destination in Mississippi. Located

minutes from the capital city of Jackson in the city of Pearl, the outlet shopping destination features a collection of more than 80 leading designer and name brands including Bath & Body Works, Coach Outlet, Carter's Babies & Kids, Michael Kors, Banana Republic Factory Store, francesca's, Gap Factory Store, Ann Taylor, LOFT, Chico's Outlet, Levi's®, adidas, Nike Factory Store, Under Armour® and VF® Outlet, and Haggar Clothing Co among many more, which offer every day savings of up to 65 percent off regular retail prices. Visit [www.outletsofms.com](http://www.outletsofms.com) for more information including a complete store directory, sale and special event information and driving directions. Follow Outlets of Mississippi on [Facebook](#)!

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