

FOR IMMEDIATE RELEASE

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Kaleidoscope Center Welcomes Bold Girlz Opening Marks Retailer Expansion in Mission Viejo

MISSION VIEJO, Calif. - (March 3, 2014) - Bold Girlz, the 'Fashionista Fun Place' will open its second retail location at Kaleidoscope Center in Mission Viejo, CA. The grand opening is scheduled for Friday, March 14, 7-9 p.m. and will feature local all-girl teen band, Yours Truly and a fashion show showcasing the latest in trendy Bold Girlz' apparel.

"I want to empower young women to boldly pursue their dreams and give back to their community," said Bold Girlz Founder and CEO Cheryl Beck. "I want our Bold Girlz to join me in making a difference every day in their own unique way."

"Kaleidoscope Center has taken a strategic approach in bringing together a unique blend of businesses to complement one another within our community," said Luran Roberson, Director of Marketing for Kaleidoscope Center. "We are excited about the opening of Bold Girlz and look forward to our newest retailer complementing our impressive and growing existing roster of businesses that have become favorites within the South Orange County area."

For the grand opening fashion show, Bold Girlz is calling all girls ages 6-12 who wish to sign-up to participate on the runway who will experience 'model treatment.' Each girl will receive hair and make-up services by the friendly staff and will model two outfits showcasing the latest in trendy apparel from Bold Girlz. A Bold Girlz T-Shirt will be hers to keep for being a part of the show. Admission to the grand opening is free. To sign-up to be a model in the Bold Girlz Grand Opening at Kaleidoscope Center, please email model@boldgirlz.com or call Bold Girlz Mission Viejo at 949-348-1300. Bold Girlz will be situated in suite Ste. 305 at 27741 Crown Valley Pkwy., Mission Viejo, CA 92691.

About Kaleidoscope Center

Kaleidoscope Center is a 245,000 retail property centrally located at 27741 Crown Valley Parkway just off the 5 Freeway in Mission Viejo. The premier center serves Orange County, Los Angeles and San Diego areas with its popular entertainment, retail and dining hot spots such as the new Union Market Mission Viejo, Sola Salon, Edwards Cinemas, LA Fitness, Burke Williams, Islands Restaurant, Buffalo Wild Wings, Howie's Game Shack, Laser Quest, Riptide Rockin' Sushi and Teppan Grill, The Pound, Maui Grill, Rocco's Pizzeria, Rita's Italian Ice, Yogurtland, AT&T, Jump 'n Jammin, and Color Me Mine. Kaleidoscope also hosts several events each year for residents to enjoy including concerts, art festivals, wine tastings and more. New businesses have recently joined the diverse Kaleidoscope community and improvements have been made to the center's parking, signage, and cosmetic appeal, with further improvements planned. Kaleidoscope Center is owned by an affiliate of Westport Capital Partners LLC, and is managed by Sentinel Development. Be sure to follow all the happenings at Kaleidoscope via twitter.com/gokaleidoscope, facebook.com/gokaleidoscope and <http://gokaleidoscope.com>.

About Bold Girlz

Bold Girlz is a fashion retail store and party place based in Orange County, CA known as the, 'Fashionista FUN Place,' with locations in Costa Mesa and Mission Viejo. Bold Girlz' locations feature a runway and professional sound system offering Fashion, Spa and Rockstar Parties along with Community Service Projects to girls ages 6-12. The Fashionista FUN Place has celebrated over 200 parties since opening its first location in Costa Mesa in 2012. Find out more at boldgirlz.com or call (949) 764-0098 (Costa Mesa) or (949) 348-1300 (Mission Viejo). The B.O.L.D. in Bold Girlz is an acronym for, 'Brave, Original, Loving and Daring.' The party place celebrates the 'Bold' in girls where anything is possible. Visit Bold Girlz online at <http://BoldGirlz.com>.

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