



Back-to-School Shopping in Style with NorthPark Center and The Fairmont Dallas

Dallas, TX – July 27, 2015 – Savvy shoppers are invited to experience a fashionable back-to-school getaway at The Fairmont Dallas just in time for Texas' Tax Free Weekend, which takes place Friday, August 7 to Sunday, August 9, 2015. Shop at Dallas' premier shopping destination, NorthPark Center, with over 230 unique retailers, restaurants and iconic department stores. The Tax Free Shopping Package includes a NorthPark Center gift card, redeemable at a variety of retailers, and luxurious accommodations at [The Fairmont Dallas](#).

Enjoy a true VIP experience with the [Tax Free Shopping Package](#) throughout the month of August. The package includes \$50 in NorthPark gold, a complimentary NorthPark valet parking pass, and a tax free stay at The Fairmont Dallas with no sales tax charged for guest rooms, gift shop purchases, in-room dining and cuisine at [The Pyramid Restaurant & Bar](#).

Package rates start from USD \$169 per night and is valid August 1 – 31, 2015. For reservations or more information, please call 1.800.441.1414 or visit fairmont.com/dallas.

About The Fairmont Dallas

Located at 1717 N. Akard, The Fairmont Dallas is situated in the heart of the Downtown Dallas Arts District, just steps from fine dining, shopping, arts and entertainment. The hotel's 545 elegant guest rooms and luxury suites combine hospitality, comfort and that special Texas flair for an unrivaled experience. Fairmont Gold, an exclusive lifestyle experience, is designed to fulfill the needs of the discerning business executive and leisure traveler, with many of the comforts of home and more. The Fairmont Dallas hotel can accommodate your lodging needs for business or leisure, grand events, [weddings](#), conferences, or intimate [meetings](#). For more information or reservations visit fairmont.com/dallas or call 214-720-2020. Follow the hotel on Facebook at facebook.com/TheFairmontDallas and on Twitter at twitter.com/FairmontDallas.

About NorthPark Center

NorthPark Center (<http://www.northparkcenter.com>) is Dallas' finest shopping experience with more than 230 stores and restaurants, including more than 70 market exclusives. Anchored by Neiman Marcus, Nordstrom, Macy's and Dillard's, NorthPark Center offers an unparalleled collection of luxury boutiques set amid internationally acclaimed 20th and 21st century art, award-winning architecture and extraordinary landscaping, as well as a 1.4-acre garden, CenterPark, and a state-of-the-art movie theatre, AMC NorthPark 15. In 2014, NorthPark Center surpassed \$1.2 billion in sales placing it among the top five performing shopping centers in the United States. NorthPark Center is North Texas' number one tourist destination and is conveniently located five miles from downtown Dallas and 35 miles from Fort Worth.

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