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FOR IMMEDIATE RELEASE

Jake's on the Square - Life is Good at Heritage Square

Mishawaka, Ind. – Holladay Properties announced today that Jake's on the Square - Life is Good will soon be joining Heritage Square shopping center.

According to co-owner Ellen Klinck, "Life is Good offers quality, casual apparel and accessories, suitable for a wide range of people, from infants to adults. It's not just caps and t-shirts, though – it's a full line of apparel, and a lot of pet items. The brand is really branching out, into items for the home as well — including ceramics, and rustic furniture. Several of the tables we'll be using for displays can actually be purchased."

The brand's key message is that we should all pause to celebrate the great outdoors, the spirit of sport, and the overall pleasures of life — and many products feature the Life is Good mascot, Jake, doing just that. "It's a very upbeat, positive message," said Klinck about why she chose to work with the company.

While Life is Good is already well-known in other areas of the country, Klinck says this is the first store of its kind in northern Indiana — and that Heritage Square will make a perfect setting. "We feel that Heritage Square is just a great location. It's developing into a very nice shopping area, and we love the product mix that's already there," she said.

Holly Haley, Vice President of Asset Management for Holladay Properties, added, "We are very excited to introduce Life is Good to the community at large. The product line is fun and energetic, and appeals to people of all ages. It will complement the other stores at Heritage Square quite well."

The new Jake's on the Square - Life is Good store will house 1991 square feet of space, and will be located just across from White House/Black Market. The store is slated to open the weekend prior to Thanksgiving, just in time for holiday shopping.

Once completed, Holladay Properties' Heritage Square, a 230,000 square foot open air shopping center, will have the perfect blend of upscale retail, restaurants, cafes, and personal services, making it Michiana's newest and most distinctive shopping experience.

For more information please contact:

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