

**For Immediate Release** January 14, 2016

Media Contact: Aiden McGuire, 315.466.6000

## Action Sports Footwear Company Vans Coming to Destiny USA

-- The popular youth-centric brand brings its trendy line of shoes, apparel, outerwear and accessories to Destiny USA --

**Syracuse, NY-** Action sports footwear company Vans is coming to <u>Destiny USA</u>, New York's largest shopping, dining and entertainment destination. The 3,249 square-foot Vans store will occupy the space next to Hollister on Destiny USA's second level, and feature the brand's footwear, apparel and accessories for men and women. The store has an anticipated opening of early March.

"We're very excited to welcome the Vans brand to Syracuse and Destiny USA," said Rob Schoeneck, Destiny USA's general manager. "We anticipate that Vans will be very popular with our style-savvy shoppers who continue to enjoy Destiny USA's unparalleled retail mix."

Vans is the original action sports footwear company and a leading lifestyle brand for today's youth market. Vans collections include men's and women's active, performance footwear, apparel and accessories. Child and infant sizing are also available. Vans supports and promotes the action sports lifestyle through events such as the Vans Triple Crown of Surfing, the Vans Pool Party, and the Vans Warped Tour<sup>™</sup>. Go to <u>www.vans.com</u> for more information.

###

**Destiny USA** is a 2.4 million square foot tourist destination in Syracuse, NY that includes a strong mix of luxury outlet tenants, restaurants and entertainment. New brands are continuing to open to create a unique and dynamic consumer shopping experience. A stunning three-story glass atrium provides perfect weather year round. Oxford Economics has projected an annual visitation rate of over 25 million visitors from throughout the U.S. and Canada. Destiny USA is expected to be the second most visited shopping center in the country, according to Travel and Leisure magazine. It is the largest LEED® Gold certified retail commercial building in the world.