FOR IMMEDIATE RELEASE

**Frankenmuth River Place Shops Host Spring Fashion Showcase Event**

***April 11-14, 2013***

**Frankenmuth, MI** – April 2, 2013 – Get ready to Shop ‘til You Drop at several [Franken­muth River Place](http://www.frankenmuthriverplace.com/) shops including Calla Lilies, Amy’s Accessories, Emilie B’s and Let’s Talk Girl Talk. Shoppers will enjoy special savings and fun throughout the four-day event running April 11-14, 2013.

Each day customers will be treated to gourmet snacks, early bird specials from 9 a.m. to 11 a.m., special DaVinci Bead offers, prize drawings, and $10 off each Erin London piece. Additionally the more shoppers spend, the more they save:

* Spend $100 and save 10 percent
* Spend $100 - $150 and save 20 percent
* Spend $150 - $200 and save 25 percent
* Spend $200 or more and save 30 percent

Additionally on Saturday, April 13 from 1 to 5 p.m., shoppers can visit with company representatives and enjoy drinks, hors d’oeuvres,photo booth photos, music and more.

All four stores participating in this event are located in the Franken­muth River Place and they include:

* [Calla Lilies](http://frankenmuthriverplace.com/rp-stores/calla-lilies-2/) is a boutique that features a beautiful selection of women’s and plus size clothing. They also carry a selection of shoes and accessories.
* [Amy’s Accessories](http://frankenmuthriverplace.com/rp-stores/amys-accessories-2/) showcases a great selection of must-have purses and wallets, eclectic jewelry and watches, trendy headbands and scarves, as well as a wide selection of DaVinci Beads.
* Emilie B’s specializes in the latest on-trend apparel; sizes 2-14. From blazers and sweater coats to dresses and skirts there is a great selection of casual and professional attire.
* [Let’s Talk Girl Talk](http://frankenmuthriverplace.com/rp-stores/let%e2%80%99s-talk-girl-talk/) features sassy and savvy gifts and accessories designed to help celebrate the many moments in a woman’s life.

**About Frankenmuth River Place Shops**

Frankenmuth River Place Shops ([www.frankenmuthriverplace.com](http://www.frankenmuthriverplace.com)) is an authentic re-creation of a Bavarian village located just minutes from the Bavarian Inn Restaurant and Lodge. The outdoor mall features more than 40 shops and attractions at one location. Visitors enjoy architecture, floral gardens, streams and waterfalls, and of course great shopping opportunities. <http://frankenmuthriverplace.com/newsletter/>

**Media contact:**

Sue Voyles

734.667.2005

sue@logos-communications.com

For more information about the Frankenmuth River Place Shops complex, please contact General Manager Katie Zehnder (kmzehnder@bavarianinn.com) 989-652-8226.