

IMMEDIATE RELEASE

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Phenomenal deals for early bird shoppers Thanksgiving night at Chicago Premium Outlets

*Nov. 26-28 Midnight Madness kicks off shopping season;
hotels offer special packages*

AURORA, Illinois (November 11, 2010) The Aurora-based Chicago Premium Outlets will once again kick-off the holiday season with their biggest, best sales event of the year: the hugely successful After-Thanksgiving Weekend Sale featuring Midnight Madness!

With most of the 120 designer outlet stores open for business at midnight Thanksgiving night, (some will open doors earlier) eager early-bird shoppers can expect to see extra major discounts (in addition to daily savings of 25%-65%) and some of the most enticing deals around.

In the past, some gal-pals power-shopped in their pajamas, while others arrived on buses in bigger while others made a night (or day) out of it by booking local hotel packages offering special rates and perks like gift cards, gas cards, VIP Coupon Books and Shopping Survival goodie bags.

The Comfort Suites Aurora, Hampton Inn & Suites Aurora, and Holiday Inn Aurora are some of the participating hotels offering Black Friday or Special Shopping packages. Click [here](#) for more information on hotel packages. A/X Armani Exchange, Michael Kors, Polo Ralph Lauren, Bose, DKNY, J. Crew, Perry Ellis, MaxMara, Tommy Hilfiger, New York and Company and Nike Factory Store are just a sampling of the high-end discount stores open for business. For a sneak peak at some of the savings offered for Midnight Madness at Chicago Premium Outlets, 1650 Premium Outlets Blvd., Aurora, click [here](#).

Extended shopping hours this year:

Fri, Nov 26: Midnight-10pm

Sat, Nov 27: 8am-10pm

Sun, Nov 28: 8am-8pm

ABOUT THE AACVB:

The Aurora Area Convention & Visitors Bureau serves as the tourism marketing and management organization for Aurora, Batavia, Big Rock, Hinckley, North Aurora, Montgomery, Plano, Sandwich, Sugar Grove and Yorkville. This not-for-profit organization provides numerous travel resources to visitors via the Web site at www.enjoyaurora.com and a toll-free number 1-800-477-4369.