

HOLYOK MALL CARES

2025 YEAR IN REVIEW



HOLYOKE MALL SNAPSHOT

YOUR SHOPPING, DINING, AND ENTERTAINMENT DESTINATION

APPROXIMATELY

3,000

JOBs BROUGHT TO
HAMPDEN COUNTY

#1

LARGEST SHOPPING, DINING,
AND ENTERTAINMENT
DESTINATION IN WESTERN MA

150+

BUSINESSES &
GROWING

JULY 5, 1979

Holyoke Mall opened its doors to the public

SERVING HOLYOKE FOR 45+ YEARS



In 1995 Holyoke Mall Expanded adding 500,000 sf





TO OUR FRIENDS, PARTNERS, NEIGHBORS AND GUESTS:

Holyoke Mall had another outstanding year working alongside non-profit organizations in Holyoke and Western Massachusetts!

In 2025, we proudly partnered with nearly **50 non-profits** and helped organize over **150 impactful events** at the center. Giving back to our community is at the heart of everything we do, and we believe it plays a crucial role in our continued success. We are

honored to support all not-for-profit groups dedicated to improving the lives of those in Holyoke and beyond. Our doors are always open to provide space for tabling opportunities, fundraising and awareness campaigns, community training sessions, or large-scale events in our common areas.

Together, we can create lasting change!

Springfield Boys and Girls Club Festival of Trees



Holyoke Mall was excited to participate in the **Springfield Boys and Girls Club 25th Annual Festival of Trees** by decorating a Christmas Tree at the Mass Mutual Center.

We loved bringing our creativity and holiday spirit to this event, attended by 12,500 people, to help support Springfield youth programs. Holyoke Mall's tree and all included presents was valued at over \$1,800! Overall, \$290k was raised from this event.

SALVATION ARMY KETTLE CAMPAIGN

The **Salvation Army** once again brought holiday cheer to the Holyoke Mall with their 9th annual Red Kettle and Angel Tree Campaign, a beloved community tradition. To kick off the initiative, the organization hosted a ceremony featuring the **Holyoke High School Madrigal Choir**, spreading festive joy with their holiday tunes. Salvation Army volunteers were stationed with their Red Kettles throughout the mall, as well as at their Angel Tree location, collecting donations for holiday gifts for children in need. The continued success of this campaign is a testament to the generous spirit of our community, making the holidays brighter for many families in the area.



DAKIN WILL RUN 4 COOKIES

Holyoke Mall was proud to sponsor **Will Run 4 Cookies**, an annual 5K run and 2K walk hosted by the **Dakin Humane Society** to raise funds and awareness for animal welfare. The dog-friendly event welcomed participants to run or walk the course with or without their canine companions, enjoy cookies along the way, and support Dakin's vital programs that help pets and the people who love them throughout the community.



MLK JR FAMILY SERVICES

The **Be Love Project**, brought to you by **MLK Jr. Family Services**, is a community-driven art exhibit inspired by Dr. Martin Luther King Jr.'s vision of love and nonviolence. Launched in July 2024 with Springfield Culture Partnership and the Springfield City Library, it features puzzle-piece artwork created by community members answering, "*What is Be Love to you?*". Now a traveling exhibit, it has appeared at libraries and community spaces across the region and is currently on display at Holyoke Mall, with upcoming stops at the Holyoke Public Library and the Massachusetts State House, spreading a message of love, justice, and peace.

MARCH FOR THE FOOD BANK

Holyoke Mall was a proud sponsor of the **16th Annual March for the Food Bank**, a community fundraising walk organized by the **Food Bank of Western Massachusetts**. Led by Monte Belmonte and local leaders, participants walked approximately 43 miles from Springfield to Greenfield over two days in late November, raising money and awareness to fight hunger across the region. This year, the event set a goal of \$650,000—equivalent to 1.3 million meals—and surpassed it by raising more than \$830,000, helping provide critical food support for families throughout all four counties served by the Food Bank.



WISTARIAHURST MUSEUM

For several years, Holyoke Mall has partnered with the **Wistariahurst Museum** to showcase a piece of Holyoke's history in the heart of the center. Located in the common area near JCPenney, visitors can view the carriage of Daniel O'Connell, a prominent late-19th-century figure who played a key role in building many of Holyoke's early roads and bridges.

MA STATE POLICE – TOYS FOR TOTS DRIVE

Holyoke Mall proudly hosted the **Massachusetts State Police** for an on-site **Toys for Tots Drive**, collecting eight large boxes of toys thanks to the generosity of the community. These donations will help bring joy to local children in need during the holiday season.



MELHA SHRINERS – COMMITMENT TO THE COMMUNITY



Holyoke Mall was honored to receive the **Commitment to Community Service Award** from the **Melha Shriners**, recognizing our strong partnership and dedication to community engagement throughout 2025. This collaboration has enabled the Shriners to connect with hundreds of supporters and raise substantial funds for outreach and philanthropic initiatives.

We look forward to continuing this meaningful partnership for years to come!

TYKES TUESDAY

Holyoke Mall is proud to offer a fun, educational, and free 7-week summer program for children ages 12 and under, along with their families. This program features a variety of fun, educational, and interactive presentations and activities.

In addition, weekly raffles, special promotions, and exclusive discounts are offered to parents that can be used participating shops, restaurants and entertainment venues the day of the event.



HALLOWEEN MALL-O-WEEN



Holyoke Mall hosted its annual Halloween Mall-O-Ween event, which was attended by the Holyoke Fire Department, as well as other non-profit organizations who helped handout candy.

Children and their families were able to meet the community's first responders, while trick-or-treating at participating stores throughout the center in a fun and safe environment.

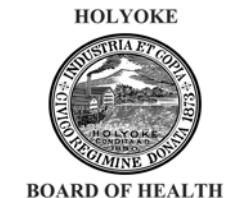
GET HIRED JOB FAIR

In 2025, Holyoke Mall hosted two community job fairs with 60+ Western Massachusetts businesses and organizations from a variety of industries.



Each job fair attracted between 200 and 300 job seekers, assisting them in connecting with businesses that required their skills.

HOLYOKE MALL PARTNERED WITH THE FOLLOWING COMMUNITY ORGANIZATIONS & MORE IN 2025



AWAWARENESS CAMPAIGNS

Groups using the center for fundraising purposes will not only be in the eyes of millions of annual visitors, but also our social media outreach. Holyoke Mall is happy to help promote your organization to let our guests know about your cause.

Have a question? A campaign? An event? Or looking for more information, please don't hesitate to reach out. We'd love to hear from you!

Holyoke Mall is a part of a community, just like your organization and we look forward to working with you in 2026 and beyond!

“These events were extremely beneficial. During our 5 days we sold 185 baskets in total. The funds we raised will help offset the rising costs of vet bills and help provide the proper care for all of the cats and kittens we take in on a daily basis.”



Allen Hall
Westfield Homeless Cat Project

DONATION REQUESTS

Holyoke Mall event space and tabling are **FREE** for non-profit use. Groups are asked to fill out and submit the required paperwork to be granted access.

Many of our stores, restaurants, and entertainment venues will partner and donate to various not-for-profit organizations. Please submit your request to the marketing department at <https://www.holyokemall.com/community/> two (2) months prior to event date and the team will pass along your request.



FROM OUR FAMILY TO YOURS, *THANK YOU!*



Holyoke Mall is a top destination center in Western New England, offering a premier shopping, dining, and entertainment experience. Spanning three levels, it features over **150 brands, 3 sit-down restaurants, and 5 entertainment venues**. With its unique and diverse mix of tenants, Holyoke Mall attracts both local shoppers and tourists, making it the area's go-to spot for a wide range of activities and experiences.

#HOLYOKEMALL

www.holyokemall.com

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