

For Immediate Release

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ROCK ROW SPREADING CHEER WITH HOLIDAY EVENTS AND SUPPORT FOR MAINE LOBSTERMEN

WESTBROOK, Maine (December 6, 2022)—Rock Row is ushering in the holidays with festive, colorful holiday décor and events to celebrate the season and to honor Maine's proud lobstering heritage and the men and women who make their living on the ocean.

In addition to huge lighted wreaths, bow-topped light poles and lighted woodland scenes, Rock Row's winter wonderland will feature a 20-foot-tall Christmas tree fashioned from dozens of lobster traps and colorful buoys, courtesy of Brooks Trap Mill in South Thomaston. The display, custom-built by Blingle, will be in the rotary at Rock Row Boulevard.

The public is invited to come celebrate the season with holiday favorites including Santa, Rudolph and / or Frosty greeting fans and handing out candy canes at Rock Row stores on **December 10 from 11:00 AM – 1:00 PM, and December 18 from 11:30 AM – 1:30 PM**. All are welcomed to join in the festivities and check out spectacular holiday displays.

Through its social media channels as well as on-site signage, supporters will be invited to make donations to the Maine Lobstermen's Association which advocates for a sustainable lobster resource and the fishermen and communities that depend on it. This nonprofit organization has represented Maine's 4,800 licensed lobstermen and played a leading role in shaping the lobster fishery in Maine for more than 60 years.

"This has been a tremendously challenging year for Maine's lobstermen and women, who are so vital to our coastal communities," said Josh Levy, CEO of Waterstone Properties, which owns Rock Row. "We wanted to do our part to help support these hardworking people who are fighting to save their industry."

"We are grateful to Waterstone and Rock Row for recognizing the importance of Maine's lobster industry to our state's economy and the very real challenges our lobstermen and women are facing right now," said Patrice McCarron, Executive Director of the Maine Lobstermen's Association. "Lobstering is the economic backbone of Maine's coastal economy, and we are committed to ensuring it can continue to be a way of life for generations to come."

People are invited to visit Rock Row's holiday décor anytime during the holiday season and can make a donation directly to the [Maine Lobstermen's Association here](#).

ABOUT WATERSTONE PROPERTIES GROUP

Waterstone Properties Group, Inc., is a privately owned and self-funded real estate development company with a diverse portfolio of properties in the United States. It specializes in the creation of retail shopping centers, mixed-use properties, residential, warehousing and logistics, corporate headquarters buildings and medical campuses. The company is also a pioneer of large-scale, immersive, entertainment and guest-focused destination locations that attract individuals and families from across the country and applying their experience to create

unique and experiential healthcare environments. With a portfolio of more than 300 national and local tenants—ranging from international category leaders to local family-owned businesses—Waterstone prides itself on maintaining long standing relationships with its business partners and being an active participant in its surrounding communities. For more information visit www.waterstonepg.com.

ABOUT MAINE LOBSTERMEN'S ASSOCIATION

The Maine Lobstermen's Association is the oldest and largest fishing industry association on the east coast, established in 1954. In 2021, MLA launched its #SaveMaineLobstermen campaign with a four-pronged approach to preserve the industry and protect the endangered North Atlantic right whale. The plan includes aggressive legal and policy strategies, ensuring decisions are based on sound science, innovating effective conservation strategies, and communication. More information on the issue can be found at www.savemainelobstermen.org.