



## **Federal Realty launches The Pick-Up, contactless pick-up program at its New York retail properties**

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Huntington, NY Federal Realty has launched the rollout of a contactless pick-up program at its shopping center properties in the state. Branded The Pick-Up, the program is made available to all tenants and customers looking for comfortable ways to return to shopping and takeout from their favorite stores and restaurants at Hauppauge Shopping Center, Huntington Square, Melville Mall, Georgetowne Shopping Center and Fresh Meadows Place once non-essential retail is allowed to open.

This new initiative creates a singular, reliable, centralized service that retailers and restaurants of all sizes can take advantage of, particularly well-suited for small businesses. Where permitted by local jurisdiction, the program is available to all tenants and customers looking for comfortable ways to return to shopping at their favorite stores. The Pick-Up is supported by a robust customer-oriented marketing strategy to drive awareness of this new offering.

The program expands on an already popular curbside pick-up program that was rolled out for restaurants at the start of the COVID-19 mandatory closings. Customers will be able to place orders directly with stores by phone or on-line, and arrange for same day pick-up, or a time most convenient to them.

"This partnership with Federal and its new The Pick-Up program, where our customers can place their order, select a designated pick-up time, and now arrive to a dedicated curbside location for contactless pick-up, without leaving their vehicle, makes the experience even better for our customers," said Greg Slayton of Five Guys at Fresh Meadows Place and Georgetowne Shopping Center. "Throughout this challenging time, we've continued to serve our terrific food, and now this program will help continue that effort for us and our neighboring small businesses."

Federal expects to grow The Pick-Up, with plans to expand on the service, in response to the changes in customer shopping habits. "We see this as a long-term solution to finding even more convenient ways for customers to shop," said Joe Byrnes, vice president of leasing, Federal Realty.

"This will help our tenants to create meaningful engagement with customers that is just not possible through on-line shopping."

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