

Kaleidoscope hopes to sell shoppers on mall

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2011-07-25 11:00:07



MISSION VIEJO – Kaleidoscope will continue to host events targeted at different age groups to get area shoppers excited about the improvements made at the mall.

The next two events at Kaleidoscope will benefit the Make-A-Wish Foundation. The Kaleido-Kids Mini Carnival Day will run from 10:30 a.m. to 12:30 p.m. on Wednesday. It's free and will have events such as inflatable games and obstacle courses, a trackless train and organized competitive games.

There will also be a backpack and toy drive where people can bring in a new backpack or toy for children who have their wish granted by the foundation.

Make-A-Wish is an organization that grants wishes to children with life-threatening medical conditions.

Next on the calendar is Red, White, and Dine, which is a wine tasting event on Aug. 10, where guests can sample food and order wine from more than 20 wineries such as Joseph Phelps Vineyards, Banfi Vintners and Robert Mondavi.

There will also be a Sponsor a Wish table, which will allow people to sponsor specific levels of wishes.

Westport Capital Partners, LLC, which purchased the mall a year ago, has made many aesthetic and store changes, and hopes the events will show shoppers how the mall has evolved.

"It's made me happy because I've watched the different groups, the different ages, come and come away with something positive," Management President Colby Durnin said.

Since taking over, the new management has signed six new leases with tenants such as LA Fitness, and hired a local marketing and public relations group to promote the mall.

"We want to see it be a premier lifestyle entertainment center in Southern California," Durnin said.

In the last three months, when the bulk of the changes were made, sales have seen an increase of 9, 13, and 16 percent, Kelly Vega, a representative for Kaleidoscope sales, said.

Visitors will see new furniture at the mall, umbrellas and a fire pit outside of Edwards Theater, and new interior landscaping with potted trees and fresh flowers.

"It just looks upper scale and before I felt that it looked kind of like a strip mall, an eyesore," Katelyn Zachry, 19, of Laguna Niguel, said. "I think it looks good now. It matches people's taste level here."

Kiana Sadeghian, 12, a former Mission Viejo resident who now lives in Ladera Ranch, said the improvements make the mall look better, but won't change how often she comes.

To buy tickets in advance or for more information, go to gokaleidoscope.com.

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