



## Vera Bradley Annual Outlet Sale Tickets On Sale Now

March 28, 2023

### Sale Scheduled for June 14-18, 2023, in Fort Wayne, Ind.

FORT WAYNE, Ind., March 28, 2023 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (NASDAQ: VRA) and its iconic American bag and luggage lifestyle brand, [Vera Bradley](#), today announced the launch of ticket sales for the 2023 Vera Bradley Annual Outlet Sale (the "Sale"). Back by popular demand following a three-year hiatus due to the COVID-19 pandemic, the Sale will be hosted at the Allen County War Memorial Coliseum in Fort Wayne, Ind. from June 14-18, 2023.

Sale admission tickets will be available for purchase today beginning at 10 am EST at [ticketmaster.com](#), authorized Ticketmaster locations and the Allen County War Memorial Coliseum Ticket Office. Tickets are \$6 each (plus Ticketmaster fees) and are required to shop the Sale from June 14 to June 16. "Early Bird" shoppers who purchase Sale tickets by April 3 will receive a special promotional offer of \$25 off a purchase of \$150 or more, redeemable at the Sale. Customers who purchase tickets after April 3 will receive \$10 off their Sale purchase of \$100 or more.

The first three days of the Sale offer multiple ticketed sessions for shoppers to take advantage of the best selection of Vera Bradley handbags, travel items, accessories, stationery and luggage in a variety of current and retired patterns, along with bracelets and other items from VRA-owned lifestyle brand [Pura Vida](#) —all discounted up to 70% off MSRP.

The Sale will be open for public shopping (no ticket required) on June 17 and June 18.

### 2023 Vera Bradley Annual Outlet Sale

Allen County War Memorial Coliseum  
Fort Wayne, Ind.

#### Wednesday, June 14 through Friday, June 16

4 Shopping Sessions Daily; *Tickets Required*

- Session 1: 7:30 am – 10 am
- Session 2: 11 am – 1:30 pm
- Session 3: 2:30 pm – 5 pm
- Session 4: 6 pm – 8:30 pm

#### Saturday, June 17 and Sunday, June 18

*No Tickets Required*

- Saturday: 8 am – 8 pm
- Sunday: 10 am – 5 pm

Vera Bradley will invite customers to join the Company in supporting the [Vera Bradley Foundation for Breast Cancer](#) (the "Foundation") when they visit the Sale. Shoppers can donate \$20 to access a "fast pass" lane to expedite their checkout experience, enter for the chance to win the Foundation's "[Quilt with a Cause](#)," round up their purchase to the nearest dollar at checkout and shop limited-edition Foundation apparel.

Past Vera Bradley Annual Outlet Sales have consistently attracted 40,000+ shoppers, representing all 50 states and several countries. According to [Visit Fort Wayne](#), the Fort Wayne/Allen County Convention and Visitors Bureau, each year the Sale generates more than \$5 million in tourism revenue for the Fort Wayne community.

For additional Sale information and updates, visit [www.verabradley.com/annualsale](#) and follow @verabradley on Instagram and Facebook. Travel, hotel, tourism and group tour information is available at [www.VisitFortWayne.com/VeraBradley](#).

### **ABOUT VERA BRADLEY**

Vera Bradley, based in Fort Wayne, Indiana, is a leading designer of women's handbags, luggage and other travel items, fashion and home accessories, and unique gifts. Founded in 1982 by friends Barbara Bradley Baekgaard and Patricia R. Miller, the brand is known for its innovative designs, iconic patterns, and brilliant colors that inspire and connect women unlike any other brand in the global marketplace. Visit [www.verabradley.com](#) and follow @verabradley to learn more.

### **CONTACTS**

### Vera Bradley Annual Outlet Sale



The Vera Bradley Annual Outlet Sale will be hosted at the Allen County War Memorial Coliseum in Fort Wayne, Ind. from June 14-18, 2023.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/0fac70bc-29d8-44cf-9112-9968f07996bc>