



## MTV to premiere 'The American Mall'

By Stone Martindale Jun 10, 2008, 14:19 GMT

Love and dreams are not for sale this summer as MTV exclusively premieres “The American Mall” on Monday, August 11 at 9:00 p.m. ET/PT.

The ultimate mall experience begins with the launch of the official website [here](#). From the executive producers of “High School Musical,” “The American Mall” [movie](#) DVD and soundtrack will be made available to own for die-hard fans on Tuesday, August 12.

A national media plan both on and off MTV will launch in the upcoming weeks to support the premiere of the movie [musical](#). All venues will be explored, including print, online and live events.

Set in the kind of mall that's always been a home away from home for teens everywhere, “The American Mall” is the story of Ally, a hardworking young woman whose mother has owned a music [shop](#) that's been the soul of the mall ever since it opened when Ally was a kid.

Ally's singer/songwriter dreams seem to come closer to fruition when she meets Joey, a [musician](#) who's moonlighting as a janitor at the mall in order to support his own rock star ambitions.

While Joey understands her songs (and heart) like no one else, Ally's happiness and the fate of the [music](#) store are threatened when the

mall owner's spoiled daughter Madison – who will stop at nothing to get what she wants – becomes involved.

The campaign kicks off with exclusive behind-the-scenes footage, photos, bios and a community for mall-aholics online.

Viewers will feel like they are on the actual set and a member of the crew by accessing personal video diaries created by the stars of the movie. In addition, Autumn Reeser, who plays the mall owner's daughter, will give a private tour of the shopping mall where the movie was filmed. Fans can share their very own mall experiences from first date to favorite/least favorite store to best mall food court, plus blog about the upcoming movie at the ultimate mall destination.

The first look of the trailer premiered during the MTV Movie Awards on Sunday, June 1. Making their first appearance at the show, Nina Dobrev, Rob Mayes and Autumn Reeser introduced “The American Mall” trailer from the red carpet.