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Activate Games Joins Tenant Lineup at St. Georges Crossing in Woodbridge, N.J.



Interactive entertainment concept adds to tenant mix at fully leased shopping center

WOODBIDGE, N.J. [September 17, 2025] — Activate Games, a fast-growing interactive gaming concept, will open a 14,650-square-foot location at St. Georges Crossing in Woodbridge. Levin Management Corporation (LMC), the leasing and managing agent for the 343,000-square-foot ShopRite-anchored shopping center, announced the lease following Burlington’s prior commitment. Burlington is now open, bringing the shopping center to full occupancy.

Activate Games currently operates more than 30 locations across North America and continues to expand in key markets, underscoring the brand’s strong momentum and growing popularity.

Located at the high-traffic intersection of Route 1 & 9 and Route 35, St. Georges Crossing has evolved into a true one-stop destination, featuring a carefully curated mix of national retailers, dining, and experiential offerings. LMC Senior Leasing Representative E.J. Moawad negotiated the lease on behalf of the landlord. Michael Testa and Kristin Martins of Catalyst Real Estate Partners represented Activate Games.

“Activate Games is an exciting, cutting-edge entertainment concept that enhances the experience at St. Georges Crossing,” Moawad said. “It’s a great complement to the center’s retail and dining lineup and further supports our strategy of creating a well-rounded, high-traffic destination.”

Activate Games offers immersive, tech-driven game rooms where players work together to complete real-life challenges that test physical and mental agility. The concept blends physical activity with interactive technology in a way that appeals to all ages and skill levels, from families and friends to corporate team-building groups.

St. Georges Crossing draws approximately 4.3 million visitors annually, according to real-time traffic data from Placer.ai. The center is anchored by ShopRite, T.J.Maxx, and now Burlington and features a strong lineup of complementary retail and dining brands including Ulta Beauty, PetSmart, KPOT Korean BBQ & Hot Pot, Nothing Bundt Cakes, AutoZone, Popeyes, Jersey Mike’s, Taco Bell and more.

“The transformation of St. Georges Crossing has been outstanding,” said Matthew K. Harding, chief executive officer of LMC. “With strong anchors like ShopRite, T.J.Maxx and

Burlington, complemented by a vibrant mix of retailers and experiential brands, the center is well positioned for continued long-term success.”

North Plainfield, N.J.-based Levin Management Corporation (LMC) is a full-service commercial real estate services firm with more than 70 years of experience. The company’s portfolio includes approximately 125 properties totaling 16 million square feet across the Northeast and Mid-Atlantic, primarily focused on grocery-anchored open-air retail centers. LMC provides leasing, property management, construction, accounting and financial reporting, marketing, and acquisition/disposition consulting, delivering tailored strategies to maximize asset value for institutional and private owners.

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[About Levin Management Corporation \(LMC\)](#)

975 Highway 22, North Plainfield, New Jersey 07060

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Media Contact:

Melissa Sievwright

Vice President, Marketing & Corporate Communications

Levin Management Corporation

Phone: (908) 226-5275 Direct Line (908) 821-7442 Mobile

Email: msievwright@levinmgt.com