



FOR IMMEDIATE RELEASE

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Midtown Crossing the 2011 Recipient of Omaha by Designs Laurels Award

Omaha, Neb. – Omaha by Design will present the 2011 installment of its highest honor – the Laurels Award – at its annual awards luncheon Tuesday, Jan. 31. The event will be held from 11:30 am to 1:00 pm at the Happy Hollow Club.

Midtown Crossing is the 2011 recipient of the Laurels Award. The honor is presented annually to an individual, organization or business that has made significant contributions to the creation of great public spaces in the metro.

Mutual of Omaha and Turner Park have served the midtown community for decades. In 2007, ground was broken on Midtown Crossing, Mutual of Omaha's million-square-foot mixed-use development project that united the two to form Omaha's first Civic Place District. Today, the development features condominiums, apartments, retail, restaurants, a revitalized Turner Park, a dine-in movie theatre, workout facilities and more. The project is one of the first in the nation to earn LEED (Leadership in Energy and Environmental Design) certification under the U.S. Green Building Council's pilot Neighborhood Development Certification program.

"Midtown Crossing is about more than big buildings with great residences, dining, entertainment and shopping. It's about making a difference and giving back to a community that has been so good to us for over a century. It's about providing a surge of fresh excitement and energy. It's about bringing 'town' back to midtown. These things are the greatest reward," said Ken Cook, president of East Campus Realty, the Mutual of Omaha subsidiary that owns Midtown Crossing.

For more information about the luncheon or the awards program, contact Omaha by Design at 402.554.4010 or info@omahabydesign.org.

Midtown Crossing is urban living redefined, the fastest-selling condominium community in Omaha history and one of ten projects around the world praised for embodying "the synergy of public/private partnerships" (Urban Land Magazine, 2010).

Spanning 15.5 acres in the heart of historic midtown Omaha, Midtown Crossing boasts 225,000-square-feet of unsurpassed dining, diversion and retail as well as nearly 500 condominium and apartment units, ample parking and green space.

For more information about Midtown Crossing, including the latest on residential and retail offerings, events and development amenities, please visit our newly-designed web site, www.midtowncrossing.com or contact Molly Skold at (402) 598-9676 or Molly.Skold@mutualofomaha.com.

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