



FOR IMMEDIATE RELEASE

November 2, 2011

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Holiday Lights, Fireworks to Create One Magical Evening

Omaha, Neb. – The magic begins at Midtown Crossing on **Thursday, November 17** with a full evening of spectacle. The public is invited to enjoy the seasonal debut of Midtown Crossing's holiday lights followed by the development's first ever fireworks display.

At dusk, hundreds of thousands of pure white LED lights will illuminate the grounds at Midtown Crossing. The fireworks over Turner Park, engineered by J&M Fireworks, are set to begin at 8:00 p.m. J&M's Matt Darling said firework fans are in for a unique experience.

“Because of the show's position in the park – within close proximity of the attendees – they can expect to be closer than normal,” Darling said.

The trade-off? J&M will have to tone down the size of the fireworks just a bit, but Darling said the public can still expect plenty of dazzle. Every show, he said, is a thrill for him, “just seeing the looks on peoples' faces and hearing all the *oooh's* and *ahhh's* as the fireworks are shot off.”

“Holiday lights and fireworks complemented by an amazing dinner out – that is a family or date night made easy,” said Molly Skold, marketing director for East Campus Realty LLC, the Mutual of Omaha subsidiary that owns Midtown Crossing.

The holiday lighting and the fireworks display are being held in conjunction with yet another premiere event – the patron party for an exclusive gala opening of **Magic at Midtown: A Tour of Upscale Urban Residences**.

Presented by Joslyn Castle Trust, Magic at Midtown is a showcase of twelve Midtown Crossing condominiums (divided into 32 professionally-designed spaces). The tour formally opens to the public **Friday, November 18** and continues through **Sunday, December 4**.

Discounted tickets to Magic at Midtown are now on sale at **Wohlner's Neighborhood Grocery & Deli** in Midtown Crossing. (The advance ticket price at Wohlner's is \$15 versus \$20 general admission at the door, a 25% savings.)

All tickets to Magic at Midtown include:

- One tour admission to Magic at Midtown at 220 South 31st Avenue in Midtown Crossing.
- One tour admission to the Joslyn Castle at 3902 Davenport Street.
- Special Magic at Midtown offers from Midtown Crossing merchants and restaurants.

Tour proceeds support the Joslyn Castle Trust and its ongoing efforts to restore the Castle property. The Trust expects Magic at Midtown to raise over \$100,000.

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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