



FOR IMMEDIATE RELEASE

February 01, 2011

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### **Midtown Crossing Honored for Revitalization Efforts, Receives "Visionary Award"**

Omaha, Neb. – Downtown Omaha Inc. (DOI) has named Midtown Crossing its Visionary Award winner for 2011. The award recognizes businesses, organizations or individuals "for their commitment to downtown revitalization through time, resources and leadership."

The Visionary Award was presented on Saturday, January 29 at DOI's annual gala. Molly Skold, marketing director for East Campus Realty, LLC, the Mutual of Omaha subsidiary that owns Midtown Crossing, accepted.

"At its heart, Midtown Crossing is all about revitalization, about serving as a catalyst for new development in Midtown and Downtown Omaha," said Skold. "We get asked the question a lot, 'Why did Mutual of Omaha spearhead this development?' We've given several answers that all boil down to this -- it wanted to make a difference in our community."

Mutual of Omaha first announced plans to study the feasibility of the project in May of 2005. At the time, Mutual of Omaha Chairman and C-E-O Dan Neary said, "We would not be doing our duty as a corporate citizen if we didn't explore the maximum potential for this property. As a leader in the Destination Midtown effort, we know our neighborhood is primed for revitalization."

More than five years later, Midtown Crossing is a vibrant destination: seven buildings with over one million square feet of new retail and residential space, integrated with an expanded and rejuvenated public park.

"Midtown Crossing is a towering symbol of the renewal that's taking place in Midtown Omaha," said Skold.

The mission of Downtown Omaha, Inc. is to inform, promote, and unite the downtown community. Since its first Gala in 1997, DOI has recognized numerous individuals, associations and corporations in different categories for contributing to the growth of downtown. Midtown Crossing is honored to be named DOI's 2011 Visionary Award winner.

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](http://www.midtowncrossing.com) or contact Molly Skold at (402) 598-9676 or [Molly.Skold@mutualofomaha.com](mailto:Molly.Skold@mutualofomaha.com).