



FOR IMMEDIATE RELEASE

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### **Cold Stone Creamery/Rocky Mountain Chocolate Factory to Celebrate Midtown Crossing Grand Opening**

Omaha, Neb. – Cold Stone Creamery/Rocky Mountain Chocolate Factory will celebrate the grand opening of its co-branded Midtown Crossing location on Saturday, March 12 with a full day of family fun. The grand opening event will run from 11 a.m. to 10 p.m. at 3220 Farnam St.

Free samples of ice cream and chocolate will be available all day. (The first 100 customers, on Saturday, will receive a special free treat.) The whole family can also enjoy face painting, coloring contests, a photo station, cake walks, relay races, random give-a-ways and prize drawings – not to mention Corky the Clown and Giggle the Balloon Artist.

“Cold Stone Creamery/Rocky Mountain Chocolate Factory is such a great addition to the mix here at Midtown Crossing. We're dedicated to delivering a full dining, entertainment and shopping experience for all of our guests, and what better way to top it all off than with a big scoop of *Peanut Butter Cup Perfection*® or *Apple Pie A La Cold Stone*®,” said Molly Skold, marketing director for East Campus Realty, LLC, the Mutual of Omaha subsidiary developing Midtown Crossing.

Cold Stone Creamery's “super premium” ice cream is made fresh in the store everyday. At the customer's direction – and much to their delight – it can be blended on a frozen granite stone with fruit, nuts, candy, cookies and brownies. The Rocky Mountain Chocolate Factory component adds an extensive line of premium chocolates and other confectionery products to the retail mix.

“The two concepts are highly complementary in terms of reputation, brand awareness and seasonality, and together create the ultimate dessert destination,” said Dan Beem, president of Cold Stone Creamery.

Midtown Crossing's almost 1,900-square-foot Cold Stone Creamery/Rocky Mountain Chocolate Factory store sits next to Tru Salon at 32<sup>nd</sup> & Farnam.

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).

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