



FOR IMMEDIATE RELEASE

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Veteran Barber opens in Midtown Crossing Shop

Omaha, Neb. – A veteran Omaha barber has opened in Midtown Crossing, bringing his passion for people and old-fashioned customer service to Omaha's unprecedented urban development. 44-year-old Arlan Peak says he is “thrilled” to have finally opened his doors for business.

“When people come in the door, I want them to see that this is their shop, this is home,” he said. “It's going to be fresh; it's going to be new. I'm going to bring a different vibe, a different feeling.”

Peak promised exceptional customer service will be the shop's hallmark.

“I'm going to be doing shoe shines. How many barber shops are still doing shoes shines?”

Peak's list of offerings includes shaves, men's facials and a variety of services for women.

“I want to do eyebrows, facials and foot massages for women who work hard and are on their feet all day. I want to take it back to what barbers did when I was younger, cater to the customer,” he explained.

Peak added, “I want customers to leave feeling that their experience was good – that they had a professional experience – so they'll come back and tell their friends.”

Peak is also planning special touches at the shop like wine & cheese tastings on Thursdays and fresh flower sales.

His arrival in Midtown Crossing represents a homecoming of sorts. A former Mr. Teenage Nebraska bodybuilding champion, Peak recalled living near 30th & Dodge St. as a young man, carrying his weights one-by-one across the street so he could work out in Turner Park. To be coming back now as a business owner is a special thrill for him.

“When I heard the development area was going up, I said 'I want to be home.' I made one phone

call to the leasing specialist, and the rest is history.”

Trained at the Minnesota School of Barbering and Moler Barber School in Minneapolis and Joseph's Barber School in Omaha, Peak began cutting hair in 1996. He has worked for – and learned from – numerous shops in Omaha including Great Clips, Harley's Barber Shop, Red Hot Barber Shop and Sammy Dee's Barber Shop. He counts among his regular clients Omaha Mayor Jim Suttle, former Omaha Mayor and mentor Hal Daub, and State Senator Brad Ashford.

Prior to finding his niche as a barber, Peak worked with city government in Minneapolis, served as a corrections officer and drove a city bus. A proud father of five, Peak is also an amateur stand-up comedian, a volunteer, and a community activist. He co-founded Universal Soldiers, an organization aimed at fighting violent crime in Omaha and keeping young people out of gangs. He has volunteered as a foster parent, counseled troubled youth at Uta Halee Girl's Village/Cooper Village, and assisted at Children's Square, Heartland Family Services and Nova Therapeutic Community. As a business owner, he plans to continue giving back to the community whether by sponsoring little league baseball teams or helping organize events in Turner Park.

All of his experiences, he said, have made him who he is and prepared him for the challenge ahead.

“I've always lived with the element of the unknown, and I've always managed. So, I'm ready,” said Peak. “I am taking my experiences, and I am turning them into something great. I'm ready for the challenge. It's not about me any more; it's completely about my sons. That's kept me very focused on what I want and what kind of legacy I want to leave.”

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

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