



FOR IMMEDIATE RELEASE

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**Contact: Molly Skold**

Marketing Director

Molly.Skold@mutualofomaha.com

Cell (402) 598-9676

### **Callahan Financial Planning Opening in Midtown Crossing**

Omaha, Neb. – Midtown Crossing, Omaha’s unprecedented urban development, is set to celebrate the grand opening of another one-of-a-kind tenant: Callahan Financial Planning, an Omaha-based, independent financial planning and investment management firm. A grand opening celebration and ribbon cutting ceremony will be held on Friday, September 24<sup>th</sup>, 11 am, at 3157 Farnam Street. City leaders as well as representatives from Midtown Crossing and the Greater Omaha Chamber are expected.

“We’re excited to bring an entirely new business model to the city – flat-fee financial planning services built around education and an on-site classroom at Midtown Crossing,” said President William Callahan. “To be able to add several jobs to the Omaha economy -- with more hires planned for the future -- makes this even more rewarding.”

As a Nebraska registered investment adviser (RIA), Callahan Financial Planning ([www.callahanfp.com](http://www.callahanfp.com)) maintains a stringent standard of fiduciary responsibility to each client; a strict principle of conflict-free, socially-responsible financial planning; and a view that commissions and hidden compensation have no business in financial planning.

“With the opening of Callahan Financial Planning, Midtown Crossing’s ‘portfolio’ is growing even more diverse. Now, in addition to luxury living, four-star dining, shopping and entertainment, we can offer financial peace of mind,” said Molly Skold, marketing director for East Campus Realty, LLC, the Mutual of Omaha subsidiary developing Midtown Crossing.

Midtown Crossing is urban living redefined, a 15-acre, mixed-use development in the heart of Omaha’s historic Midtown neighborhood. Built around an expanded and revitalized Turner Park, the million-square-foot development includes nearly 500 condominium and

apartment units as well as more than 220,000 square feet for restaurants, retailers and entertainment venues along with parking for more than 3,000 vehicles.

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). #####