



FOR IMMEDIATE RELEASE

June 30, 2011

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**Joslyn Castle Trust Designer Showcase to be Held at Midtown Crossing
-- Design Spaces Drawn Tonight!**

Omaha, Neb. – Joslyn Castle Trust has chosen Midtown Crossing, Omaha's unprecedented condominium community, as the host site of its latest interior design showcase. **Magic at Midtown: A Tour of Upscale Urban Residences** will formally open with a gala event and fireworks on November 17. Public tours of twelve Midtown Crossing condominiums will continue through Sunday, December 4.

Initial preparations for the event shift into high gear **tonight at 6 p.m.** with a designer walk-through and the drawing of design spaces. The drawing will take place in the penthouse suites located at 220 S. 31st Ave. (just west of 31st Ave. on Farnam. Entrance is on Farnam Court.). This location will also be the site of the opening night gala. Members of the media are invited to attend the walk-through, meet the participating designers and experience the excitement of “the draw.”

"We've divided the twelve condos that we'll have open into 32 spaces. We'll put everyone's name in a hat and we'll draw," said Mark Maser, a member of the Magic at Midtown Tour steering committee.

The Trust's last designer showcase was held at the Brandeis Mansion in Omaha's historic Gold Coast neighborhood.

"People certainly had interest in that property, and now we're at another property that has high public interest," said Maser.

He added, "We've been chatting with Midtown Crossing since it opened because it's the new center of town, the new place to be. We knew the Omaha community would love to see what's happening on the residential side and how handsome those spaces truly are. Add in the vision of dozens of the area's best designers and those spaces are truly going to be something to behold.”

These designer showcases are the premiere fundraising events for the Joslyn Castle Trust. It

expects Magic at Midtown to raise over \$100,000 to support ongoing efforts to restore the Castle property.

In Addition to the gala and the tour itself, a variety of events are scheduled in conjunction with Magic at Midtown, including a “kickoff party” in September.

“The community can come in for a very low ticket price and see the designers' plans for each space before work begins,” said Maser.

Public interest and the “newness factor” aside, Maser said Midtown Crossing is a great venue for the tour for another reason – a historic reason.

“Midtown Crossing sits on the site of what was the home of the Turner family. (Turner Park is named for the Turner's son Curtiss.) The Turners were friends of the Joslyn's. This is a fundraiser for Joslyn Castle, the historic home of the Joslyn family.”

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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