



FOR IMMEDIATE RELEASE

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Midtown Crossing celebrates historic Grand Opening, Ribbon-Cutting Today

OMAHA, Neb. – The occasion is monumental, the timing extraordinary. Midtown Crossing at Turner Park, Omaha’s boldest and most progressive urban development, celebrates its grand opening today, five years to the day after Mutual of Omaha executives first announced plans to study the project’s feasibility.

Local dignitaries, honored guests and members of the public are invited to an 11:00 a.m. ribbon-cutting ceremony this morning on the west end of an expanded and revitalized Turner Park, 31st Ave. and Farnam St. Featured speakers include Nebraska Governor Dave Heineman, Omaha Mayor Jim Suttle and Ken Cook, president of East Campus Realty, LLC. A color guard will formally open the ceremony with the inaugural raising of the flag on Midtown Crossing’s 100 ft. flag pole. Today’s celebration, emceed by local media celebrity Patrick Combs, will also include a live musical performance by Omaha’s Grace Bydalek, 14, a gifted young singer and actress who’s worked extensively with Omaha’s Rose Theater and Opera Omaha.

“Today’s grand opening is a remarkable community milestone,” said East Campus Realty’s Ken Cook. “Midtown Crossing is one of the most significant developments in Omaha’s history, an unmistakable symbol of the renewal that’s taking place in Midtown Omaha. It signals a new era in urban revitalization.”

This groundbreaking development spans 15-acres in the heart of Omaha’s historic Midtown district. Built around the “new” Turner Park, Midtown Crossing boasts nearly 500 luxury condominium and apartment units, ample parking and more than 220,000-square-feet for chef-driven restaurants, retailers and entertainment venues. Highlights include a 31,000-square-foot Prairie Life Fitness Center, a five-screen, all digital Marcus Midtown Cinema (with in-seat dining and beverage service) and a 132-room Element by Westin extended stay hotel (scheduled to open in fall 2010).

Omaha Mayor Jim Suttle is among those praising the development’s “official” arrival.

“Midtown Crossing has evolved into a vibrant destination for Omaha residents and visitors,” said Mayor Suttle. “The architecture and diversity of business of this state of the art facility reflect a progressive 21st Century design that revitalizes Midtown Omaha and serves as a source of pride for the entire City. The redesign of Turner Park converted a diamond in the rough into a sparkling jewel. I applaud the investment of Mutual of Omaha and I look forward to the stories of success that will resound from Midtown Crossing for many years to come.”

More than just a one day event, Midtown Crossing is celebrating its grand opening all summer long with live entertainment, community events and special gatherings. An upscale, 15-week Outdoor Market debuts in Turner Park on Saturday, May 29. It will combine the best of a traditional farmer's market with "fresh" offerings like live music, cooking lessons and gardening tips every Saturday from 9:00 a.m. to noon through September 4. Jazz on the Green, a 25-year tradition in Omaha, is also coming to Turner Park this summer -- six concerts over six consecutive Thursdays. The series debuts Thursday, July 8 with a performance by Latin jazz legend Poncho Sanchez. All of the concerts are free and begin at 7 p.m.

For more information about Midtown Crossing, including the latest on residential and retail offerings, special events and development amenities, please visit our newly-designed web site, www.midtowncrossing.com or contact Molly Skold at (402) 598-9676 or Molly.Skold@mutualofomaha.com.

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