



FOR IMMEDIATE RELEASE

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Midtown Crossing Receives International Recognition

Omaha, Neb. – Midtown Crossing, Omaha’s boldest and most progressive urban development, is being recognized as one of ten projects around the world which “embody the synergy of public/private partnerships.” Urban Land Magazine, a publication of the international Urban Land Institute, compiled the list for its September/October issue. The ten projects, it reported, “illustrate a range of creative approaches to public/private partnerships.”

“We are extremely proud of Midtown Crossing, and we are thrilled to see it receiving the recognition it deserves as a truly transformative public/private partnership,” said Molly Skold, marketing director for East Campus Realty, LLC, the Mutual of Omaha subsidiary developing Midtown Crossing.

Midtown Crossing is the first major redevelopment initiative tied to Destination Midtown (DM), itself a public/private partnership dedicated to returning Midtown Omaha to prominence. A catalyst in launching the effort, Mutual of Omaha dramatically advanced DM’s mission by collaborating with the City to transform 15 vacant and underutilized acres into a \$325 million mixed-use urban development.

Omaha Mayor Jim Suttle has praised Midtown Crossing, a tax increment financing project, as “a source of pride for the entire city,” saying “Midtown Crossing has evolved into a vibrant destination for Omaha residents and visitors.”

In addition to Midtown Crossing, Urban Land Magazine’s list of public/private standouts includes projects in the United Kingdom, Canada and Australia.

The Urban Land Institute is an international non-profit education and research institute. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Urban Land Magazine supports the Institute’s global mission.

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, please visit our newly-designed web site, www.midtowncrossing.com or contact Molly Skold at (402) 598-9676 or Molly.Skold@mutualofomaha.com. #####