



MEDIA ADVISORY

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STEELYARD COMMONS TO CELEBRATE GRAND OPENING ON SEPTEMBER 6TH

Families invited to enjoy activities, giveaways and parade marking long-anticipated opening of Cleveland's largest retail center

- WHAT:** The Grand Opening of Steelyard Commons
- WHEN:** Thursday, September 6
4 – 8:30 p.m. Live entertainment, games, raffles and more
(parade of performances featuring local community talent begins at 7 p.m.)
- WHERE:** Steelyard Commons, 3584 Jennings Road
(From downtown, take I-71S to Jennings Freeway, exit at Steelyard Drive-
additional directions can be found at www.steelyardcommons.com)
- Media Note:** Media parking will be located near the VIP tent on the northeast side of the property adjacent to T-Mobile (near Home Dept). We can accommodate LIVE TRUCKS closer to the activity if needed. Please contact us in advance to reserve live parking.
- Interviews:** Interviews can be scheduled in advance, or media is invited to speak with developer Mitchell Schneider or other dignitaries attending a private reception. Interviews would need to precede 5 p.m. program start.
- WHY:** The \$125 million Steelyard Commons redevelopment project is transforming brownfield property into a vibrant shopping center. Stores have been opening over the course of the last several months. The formal grand opening event will **feature live entertainment and family-friendly activities including games, a rock climbing wall, magicians, performances by Outback Ray featuring exotic reptiles and a parade featuring local high schools.**
- Attendees will also be able to sign-up for merchant giveaways including a gas grill, charcoal grill, a/c unit, Ipod Nano, Ipod Shuffle, gift cards, coupons and much more.**
- As part of the grand opening, Schneider is launching a \$300,000 fundraiser for Cleveland Scholarship Programs via sponsorships of Steelyard Commons historical steel artifacts and newly made benches that will be placed throughout the shopping center.

Project highlights include:

- Steelyard Commons is expected to generate 1,800 jobs, a \$40 million annual payroll and \$3 million annually in property taxes.
- Phase I of the Steelyard Commons project is nearly completed with 20 of the 33 stores already open, Home Depot, Target, Best Buy, Staples, Marshalls, Old Navy, Famous Footwear, PETCO, Radio Shack, Game Stop, Chipotle, IHOP and many other prominent retailers and restaurant chains.
- Mitchell Schneider, President of First Interstate Properties, contributed \$1 million dollars to the construction of the Towpath Trail around the shopping center.
- The retail center plans to capture some of the estimated \$600 million that Cleveland residents spend on general merchandise annually outside the City's borders

About Steelyard Commons

The Steelyard Commons is a \$120 million commercial redevelopment project expected to generate 1,800 jobs, a \$40 million annual payroll, and \$3 million annually in property taxes. More than 320,000 Clevelanders live within five miles of Steelyard Commons and the development plans to capture some of the estimated \$600 million that Cleveland residents spend on general merchandise annually outside the City's borders.

About First Interstate Properties, Ltd.

First Interstate Properties, Ltd. is a Lyndhurst, Ohio based full service real estate development and management company. Since its inception, First Interstate has built a sound reputation as a development firm concerned about and responsible toward the impacts of commercial growth on surrounding areas. First Interstate's reputation as well as its success, are premised in First Interstate's professional approach to addressing impact issues and solving community problems in a proactive fashion.