

3CDC ANNOUNCES OCT. 14 AS OPENING DATE FOR FOUNTAIN SQUARE

Square Opening To Punctuate One Of The Most Exciting Periods In Cincinnati's History

CINCINNATI, July 17, 2006 – The Cincinnati Center City Development Corporation (3CDC) today announced that Fountain Square will be rededicated on Saturday, Oct. 14. The daylong event will kick off a four-month celebration of new experiences on and around Fountain Square, including a new, state-of-the-art video board above Macy's; a new ice skating rink to be unveiled in November; the Light Up The Square ceremony Friday, Nov. 24; and the second annual Downtown Dazzle campaign through Saturday, Dec. 23.

“We’re extremely pleased with the work and craftsmanship that have gone into the restoration of Fountain Square and the parking garage,” said Stephen Leeper, 3CDC president and CEO. “I couldn’t be more proud of what our construction team has accomplished in just 10 months. They’ve mastered an extremely aggressive schedule to meet our promised end-of-summer/early fall timing.”

Planning is underway to make the Oct. 14 rededication ceremonies multicultural and appealing to residents and visitors of all ages and interests. The ceremonies and accompanying entertainment will build on momentum from one of the most exciting periods in Downtown Cincinnati's 217-year history, beginning with Cirque du Soleil's Quidam, Aug. 24-Sept. 17; the 30th annual Toyota-WEBN Fireworks Sept. 3; the 30th anniversary of Oktoberfest-Zinzinnati Sept. 16-17; 13 Reds home games during the September stretch run; a Bengals home game against Cleveland on Sept. 17; the fifth installment of the MidPoint Music Festival, Sept. 21-23; and the return of the Tall Stacks Arts, Music & Heritage Festival, Oct. 5-8.

Bill Donabedian, managing director of Fountain Square, is currently planning a series of special events for the square's rededication ceremony. These events will launch several months of exciting activities over what Donabedian describes as a "rolling re-opening celebration" that will proceed as construction continues and key elements of the new Square are finished. These elements include the Pavilion restaurant, the ice skating rink, Fifth Third's low building, which the bank is modifying to better complement the renovated square, and extensive landscaping, to be completed later in the fall to ensure the health of the new plantings.

“The entire Fountain Square District is in a state of transformation,” said Mary Lynne Boorn, 3CDC vice president of development. “As we move into the final phases of our construction, significant investments totaling nearly \$50 million are under way on properties surrounding the Square, including two new restaurants in the Westin Hotel, full-scale renovations of 525 Vine Street, 580 Walnut, Fifth Third's low building and, soon, the two new restaurants scheduled to open in Carew Tower.”

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