



Life. Centered.

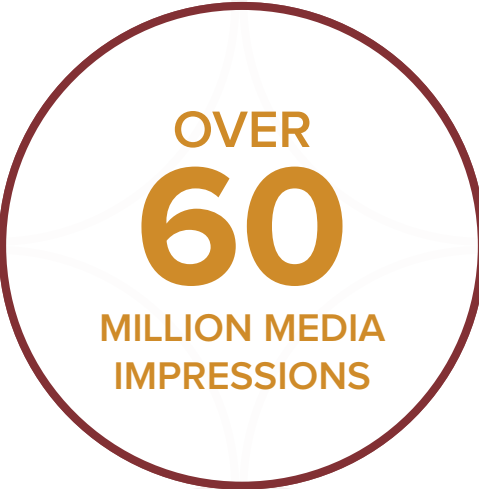
GRAND OPENING WEEKEND

**MEDIA COVERAGE
OCTOBER 22-25, 2015**

Liberty Center, the \$350 million mixed-use development built in Butler County's Liberty Township, celebrated its official Grand Opening on October 22, 2015 with a ribbon cutting attended by some 300 local officials, business partners and community leaders.

With a proactive media relations program, the goal of Steiner + Associates was to tell the full story of the project of how Liberty Center would transform the region with retail and restaurants, apartments and offices.

This report demonstrates that the objectives were met. During the course of the Grand Opening Weekend from October 22 through October 25, 226 print, broadcast and online stories were published in local media outlets. These strategic placements resulted in 60 million impressions and \$1.7 million in TV coverage over four days.



Dayton Daily News



MORNING LIVE SHOTS FROM ALL FOUR TV STATIONS

On October 22 from 4:30 a.m. to 10 a.m., the four TV stations broadcasted live from Liberty Center.



WLWT
Live: 5 to 7 a.m.



WCPO
Live: 5 to 7 a.m.



WKRC
Live: 5 to 7:30 a.m.



FOX 19
Live: 4:30 to 10 a.m.

LIVE RADIO REMOTES

During the Grand Opening weekend festivities, Liberty Center hosted the top radio stations in the market for live remotes.



WGRR
October 22



Q102
October 23



1530 ESPN
October 25

Leading Up to the Grand Opening of Liberty Center

Beginning last July through Grand Opening Weekend, a proactive media relations program was activated to cultivate and engage regional and trade media. Media releases were regularly sent to announce new tenants and construction milestones.

Additionally, three media events were held to provide project updates:

- **May 2015:** A media and local influencer breakfast was held to provide an update on Liberty Center and to announce Cincinnati Children's as the Founding Community Partner.
- **September 2015:** A media tour was offered on September 22, one month from the Grand Opening so media could tour and take photos/videos of the project.
- **September 2015:** Yaromir Steiner and Beau Arnason of Steiner + Associates met with the Editorial Boards of The Cincinnati Enquirer and Business Courier to provide a project update.

*“Wow, what a dream.
Can you believe this?
This is fantastic.”*

– Christine Maticic,
Liberty Township Trustee
quoted in The Cincinnati
Enquirer, October 23, 2015





“The extraordinary rise of Liberty Center in Butler County’s Liberty Township promises to transform the commercial and residential landscape of the region. Liberty Center represents a symbolic tipping point.”

– The Cincinnati Enquirer

Report Presented by:

