FOR IMMEDIATE RELEASE:
Thursday, September 12, 2019

During a special meeting on Thursday, The Omaha City Parks Board approved an overarching name and identity system for Gene Leahy Mall, Heartland of America Park and Lewis & Clark Landing.

The area previously referred to as the “Riverfront Revitalization Project” will now simply be known as the “The RiverFront”, a brand that will also be used in conjunction with the current park names as follows:

- Gene Leahy Mall at The RiverFront
- Heartland of America Park at The RiverFront
- Lewis & Clark Landing at The RiverFront

The name has already been approved by the City’s Naming Committee and must next go before Omaha’s City Council for a final vote.

“The RiverFront” embraces the community’s commonly-used vernacular to describe the area, while connecting the three parks that span from the Missouri River into the heart of downtown Omaha. The logo reflects the river’s physical shape in relation to our city, with three “ripples” representing Gene Leahy Mall, Heartland of America Park and Lewis & Clark Landing.

Following Council approval, the brand will start to roll out in placements throughout downtown Omaha as construction progresses.

Project milestones completed to date:
- Name and brand proposed for City approval
- Demolition of Gene Leahy Mall between 11th and 14th Streets
- Fill and grading between 13th and 14th Streets
- Pedestrian bridges removed
- Gene Leahy Mall reuse materials removed and relocated
- 8th Street Demolition
- Removal of 13th Street pump house (pictures available)
- All artwork removed and relocated

Work that the public is seeing right now:
- Demolition of Gene Leahy Mall from 11th to 8th Streets
- 8th Street utility work
- Utility relocation throughout Gene Leahy Mall
- Fill and grading of the Gene Leahy Mall lagoon, east of 13th Street

Immediately upcoming work:
- Demolition of 13th Street bridge
- Heartland of America Park closure in late Fall 2019

Construction and project updates can be found at www.riverfrontrevitalization.com and the Mayor’s website at https://mayors-office.cityofomaha.org. Questions may be referred to the MECA Riverfront Hotline at (402) 599-6565 or theriverfront@omahameca.com, or by contacting the Mayor’s Hotline at (402) 444-5555 or email at hotline@cityofomaha.org.

The public may also go online to see images from the recently added Heartland of America Park progress camera, which provides a bird’s eye view of project development; a Gene Leahy Mall progress camera launched in March 2019.

Social Media:
- Facebook: @OmahaRiverFront
- Instagram: @Omaha_RiverFront
- Twitter: @OmahaRiverFront

Media questions: Kristyna Engdahl, MECA Director of Communications, (402) 599-6916; kengdahl@omahameca.com.

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