



FOR IMMEDIATE RELEASE
September 4, 2015
CONTACT: Sara Parkinson, LEAP
(517) 897-1678

Under the Bridge campaign within \$6,000 of goal after SkyVue pledge

Developer makes significant contribution to project, showcases dedication to region

LANSING, MI – With only 7 days left in the Under the Bridge campaign, RISE Real Estate, the development company supporting the *SkyVue on Michigan* project, has made a \$10,000 pledge to the placemaking campaign.

“RISE is deeply encouraged to support placemaking projects like Under The Bridge, especially on the critical corridor of Michigan Avenue. The project serves a vital role in creating the vibrant Michigan Avenue corridor that this community deserves, and we are excited to be a major supporter of the effort,” said Matthew Marshall, Vice President of RISE Real Estate.

This project will transform a critical intersection along Michigan Avenue and the US127 overpass and will create a vibrant pedestrian and biker-friendly gateway connecting the cities of Lansing and East Lansing. The funding will be used to install vandalism-resistant and maintenance-friendly lighting as well as four large murals and additional artwork to the bridge overpass which will be completed by local artist, Brian Whitfield. If the campaign reaches its crowd funding goal of \$50,000 by next Friday, September 11, the Michigan Economic Development Corporation will provide an additional \$50,000 matching grant through the Public Spaces, Community Places program to fund the program.

“The Under the Bridge project will revitalize a critical area of the entire region and the level of private-sector support we have received thus far is phenomenal. It shows that these companies are passionate about this placemaking initiative and their commitment to talent attraction and showcasing this global community,” said Bob Trezise, President and CEO of LEAP.

For more information about the project and the campaign or to make a pledge, please visit www.patronicity.com/underthebridge.

###

The Lansing Economic Area Partnership (LEAP) is a coalition of area leaders committed to building a prosperous and vibrant region where business can thrive. To do this, we help entrepreneurs start new businesses, help existing businesses grow, and attract new businesses to the region. For more information about LEAP, please visit www.purelansing.com.