



## For Immediate Release

Contact: Jamie Grayson-Berglund, Destination Midtown, (402) 233-7142

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# Destination Midtown Named *Groundbreaker Award* Winner

- Honored by Nebraska Housing Developers Association

**OMAHA, Neb., July 29, 2008** – The Nebraska Housing Developers Association will honor the Destination Midtown organization with a *Groundbreaker Award* at the Association's statewide summit in Lincoln on July 30.

"Destination Midtown is receiving the award because of the spectacular things they do to revitalize Midtown Omaha," said Danielle Hill, executive director of the NHDA. "Destination Midtown is dedicated to doing the right thing to improve the community."

The Association's *Groundbreaker Award* recognizes communities or organizations that are working to improve community pride, appeal and stature by "getting the right people to the table," said Hill. "It's about engaging community; it's about community-based development instead of doing things as one organization or one individual in a vacuum."

Jamie Grayson-Berglund, executive director of Destination Midtown, said it is a thrill to be honored.

"We are so excited to receive the *Groundbreaker Award*. Destination Midtown board members, staff and community partners are committed to revitalizing Midtown and truly transforming the quality of life for all who live, work, shop and play in the area. To be recognized for our efforts with this award is an honor and privilege," said Grayson-Berglund.

The NHDA is an alliance of nonprofit housing development organizations and other partners working to increase the availability of quality, affordable housing in Nebraska. Established in 1996, the Association provides technical assistance and training, leads statewide education and advocacy efforts, and partners in collaborative housing initiatives.

"Our major role is supporting those nonprofit groups that are trying to address housing needs on a local level," said Hill. "So many times those organizations are small-staffed, so any help they can get, whether it's researching statutes or identifying training or funding opportunities, is really beneficial."

The city of Lincoln will also receive a *Groundbreaker Award* at the summit, which will be held at the Cornhusker Marriot in Lincoln.

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*Destination Midtown is a partnership between Midtown businesses and residents, the City of Omaha and the Greater Omaha Chamber of Commerce. The mission is to create a premier urban environment where people want to live, work, shop and play. The vision is to establish a distinct urban environment that promotes economic development activities and advances neighborhood goals and forges unique partnerships. Destination Midtown is bordered on the north by Cuming Street, the south by Center Street, the east by 24th Street and the west by Saddle Creek Road.*