



For Immediate Release

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Midwest Photo Pro to Receive *Spirit of Midtown* Award - Presentation to Coincide with Grand Opening in Midtown

OMAHA, Neb., October 24, 2008 – Destination Midtown will present its *Spirit of Midtown* award to Midwest Photo Pro on Thursday, Nov. 6, complementing the grand opening of the studio's new storefront location at 4314 Leavenworth St.

Dave Jenkins, veteran photographer and owner of Midwest Photo Pro, said this is one of the most exciting times in his life. He's moving his home-based business to the next level.

"I wanted to get more exposure, get my name out there, and I wanted to be able to make a custom place that is tailored to what I'd like it to be," said Jenkins.

Jenkins has spent the last several months renovating the former plumbing shop, painting, patching, cleaning and making repairs. Family member, friends and neighbors have all pitched in to help. It is hard, tiring work, but Jenkins said the *Spirit of Midtown* award has energized him.

"It made my day," he said. "It gave me a pick-me-up, a real spurt of energy to push on."

Jenkins said he and his associates are handling 90 percent of the renovations themselves. He further cut expenses by shopping at Habitat for Humanity's ReStore, another Midtown operation.

Jamie Grayson-Berglund, Destination Midtown's executive director, said Jenkins' investment in Midtown and his use of local resources made Midwest Photo Pro a natural choice for the *Spirit of Midtown* award.

"It was a no-brainer," she said. "Not only does Dave live in the area, he's done a great job of allowing neighborhood folks to be part of the renovation, and he's utilized another Midtown business to rehab the building."

The grand opening ceremony will be held from 4 - 6 p.m. on Nov. 6. Area dignitaries will be on hand for a ribbon cutting and award presentation at 4:30 p.m. The event is open to the public. Jenkins said the neighborhood has been very supportive.

"People are giving me the feeling that it's going to be successful," he said

Jenkins expects family portraits and weddings to account for 60 percent of his business; the other 40 percent will be commercial services, including business portraits and product shoots.

The *Spirit of Midtown* award recognizes establishments or individuals that embody the spirit of Midtown through investment and active involvement in the community making Midtown Omaha a great place to live, work, shop and play. To nominate a Midtown business, institution or individual for a *Spirit of Midtown* Award, contact Destination Midtown at info@destinationmidtown.org or (402) 233-7142.

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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.

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