

## MEDIA ADVISORY

### MOVING FORWARD: A CELEBRATION OF OUR RIVERFRONT AND OUR REGION

*Officially dedicating a series of projects with significant economic impact on the Cincinnati/Covington riverfront and the region*

Friday, Nov. 5, 2010

9 a.m. Cincinnati, 9:30 a.m. Covington, and 10 a.m. center of the Roebling Bridge

<b>WHAT</b>	Combined grand openings <ul style="list-style-type: none"><li>• The Banks Central Riverfront Garage dedication</li><li>• Relocated Mehring Way ribbon-cutting</li><li>• Southbank Shuttle Trolley circulator buses inaugural ride</li><li>• Re-opening the John A. Roebling Bridge</li></ul>
<b>WHO</b>	The Banks Public Partnership, City of Cincinnati, Hamilton County, Kentucky Transportation Cabinet, Transit Authority of Northern Kentucky
<b>WHEN</b>	Friday, November 5, 2010 <ul style="list-style-type: none"><li>• 9 a.m. individual events in Cincinnati and 9:30 a.m. in Covington</li><li>• 10 a.m. regional re-opening of John A. Roebling Bridge</li></ul>
<b>WHERE</b>	9 a.m.—The Banks Public Partnership Ribbon-cutting of new Mehring Way at Joe Nuxhall Way (Main Street) and Central Riverfront Garage dedication at Mehring Way entrance 9:30 a.m.—Trolley “Clang” to launch Southbank Shuttle Trolley Bus at the Covington Approach to Roebling Bridge 10 a.m.—Ceremony to re-open the Roebling Bridge with Kentucky and Ohio officials meeting at the center of the Bridge
<b>WHY</b>	<ul style="list-style-type: none"><li>• Collaboration is a hallmark of these economic development drivers</li><li>• Public funds leverage private investment and move our riverfront and region forward</li></ul>

<b>PHOTO OPS</b>	<p><b><i>The Banks</i></b></p> <ul style="list-style-type: none"> <li>• Federal, State and local elected officials cut the ribbon on Mehring Way and dedicate the Central Riverfront Garage</li> <li>• Metro hybrid bus with dignitaries as passengers, first official vehicle to drive on Mehring Way</li> </ul> <p><b><i>Transit Authority of Northern Kentucky and Southbank Partners</i></b></p> <ul style="list-style-type: none"> <li>• Launch riverfront circulator trolley buses between Covington and Cincinnati</li> </ul> <p><b><i>John A. Roebling Bridge</i></b></p> <ul style="list-style-type: none"> <li>• Kentucky Transportation Cabinet recognizes the Roebling Bridge’s place in history</li> <li>• Ohio officials join Kentucky officials and the Transportation Cabinet at the center of the Roebling Bridge to officially re-open this regional icon to traffic now that the painting is complete</li> </ul>
<b>FUN FACTS</b>	<p>Hilton Netherland Plaza Hotel Pastry Chef Megan Ketover of “Food Network: Cereal Bridges Challenge” fame, will serve a Roebling Bridge Cake constructed of crispy cereal, cake and butter cream frosting.</p>

**FOR MORE INFORMATION, CONTACT:**

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