

Remington Lofts on the Canal Groundbreaking Publicity Recap
April 16-17, 2009

Television Coverage

April 16, 2009

WGRZ- Channel 2

Run Time: 0:47

6:00 PM News

Calculated Publicity Value: \$3,759.00

Calculated Ad Equivalency: \$1,253.00

Nielsen Audience: 62,094

[06:13:52 PM**]** A new upscale development project is starting in north tonawanda. The remington rand building used to manufacture carousels, and then a type of main frame computer. Now developer Kissling Interests hopes people will start home businesses here. The remington lofts on the canal will include 81 lofts, where families can live and work. "This building once offered a lot of economic help for the city and the region offering jobs and things like that and our point here for doing that type of project is to bring that back. We want people to work here and live here. Here's a look at what developers expect the outside of the building to look like, when the project is done. The design also includes an upscale restaurant called 15-mile and a fitness area.

April 17, 2009

WGRZ- Channel 2

Run Time: 0:30

5:00 AM News

Calculated Publicity Value: \$300.00

Calculated Ad Equivalency: \$100.00

Nielsen Audience: 14, 593

[05:06:50 AM**]** And it's one welcome addition to the neighborhood, a new upscale development project is starting in north tonawanda. The remington rand building used to manufacture carousels, and then a type of main frame computer. Now developer Kissling Interests hopes people will start home businesses here. The remington lofts on the canal will include 81 lofts, where families can live and work. Tom barrett, director of development says, "this building once offered a lot of economic help for the city and the region offering jobs and things like that and our point here for doing that type of project is to bring that back