

# NICOLLET MALL PROJECT

FOR IMMEDIATE RELEASE

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## MEDIA ADVISORY

### NICOLLET TEAM PREPARES TO PLANT TREES

*Distributes Hundreds of Donated Seedlings to the Public*

**MINNEAPOLIS** (June 9, 2017) – Nearly twenty of the almost 240 trees destined for the Nicollet renovation have arrived at Peavey Plaza and will be planted in the following weeks starting at the south end of Nicollet.

To celebrate the arrival, St. Paul-based Bailey Nurseries, one of the largest wholesale nurseries in the country, has donated more than 250 Birch and Serviceberry seedlings that will be handed out to the public on Nicollet over the lunch hour on Friday, June 9 by staff from the Minneapolis Downtown Council and Downtown Improvement District.

The project team will also be in attendance and available for comment on the planting process. The trees, which are grown primarily in Minnesota are a variety of species including Oak, Birch, Red Cedar, Serviceberry and Elm. They were all specially selected and planted to thrive in an urban environment and with our climate.

In addition, the creative advertising campaign will also be updated to create excitement for the arrival of the trees (see visual below).

“We are now entering the fun part where you’re going to see a lot of enhancements above ground, and Nicollet is going to start looking a lot different,” said Don Elwood, Minneapolis director of transportation engineering and design. “The Nicollet project is on time and on budget and expected to be complete by November 2017, except for a few trees that will need to be planted in the spring of 2018.”

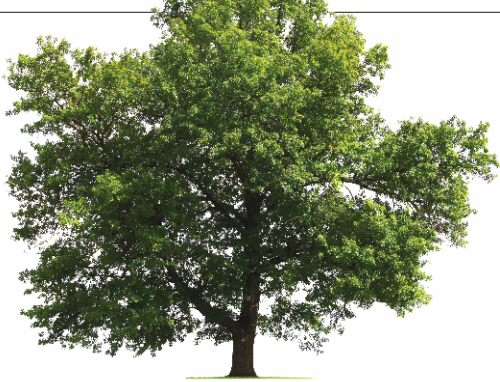
**WHERE:** Peavey Plaza on Nicollet

**WHEN:** Friday, June 9  
12:00 p.m.

**PHOTO OPPORTUNITY:** Nearly twenty trees will be delivered on Peavey Plaza. Don Elwood, Minneapolis director of transportation engineering and design, will be available to answer any questions.

**Facts about some of the trees on Nicollet:**

Some are already as tall as 40-feet  
Have a 7-foot root ball  
Weigh up to 8,000 pounds each



**WE'RE NOT OUT OF THE  
WOODS YET. WE STILL HAVE  
244 TREES TO PUT IN.**

**THE NEW NICOLLET**

Substantially planted November 2017

THE MINNEAPOLIS  
**BIG BUILD**



**About the Nicollet Mall Project**

Originally constructed in 1968, Nicollet Mall was created to strengthen the appeal both for retail and downtown investment. Today, downtown Minneapolis is home to more than 130,000 jobs, and Nicollet Mall contains the densest concentration of jobs and market values in the state. This transit and pedestrian mall will be updated and re-envisioned to keep Minnesota attractive and vibrant in an increasingly competitive marketplace both nationally and globally.

For more information on the project, visit [NicolletMallProject.com](http://NicolletMallProject.com).

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