

## March 2012: The Banks Media Summary Report

### Orange Leaf yogurt at The Banks

Cincinnati.com

March 12, 2012

Orange Leaf, a frozen yogurt shop, is slated to open at The Banks on April 5 – just before the Reds' Opening Day Game.

<http://news.cincinnati.com/article/20120312/BIZ/303120136/Orange-Leaf-yogurt-Banks>

### New Eatery Coming To The Banks

WLWT

March 12, 2012

Some members of the Cincinnati Bengals are opening shop at the newest addition to The Banks.

<http://www.wlwt.com/entertainment/30661961/detail.html>

### Bengals Players Opening Orange Leaf Yogurt at The Banks

Cincy Jungle

March 12, 2012

If you happen to live in Cincinnati, then you may know something about The Banks. If you don't live in Cincinnati, here's what I can tell you: The Banks is a massive development on the bank of the Ohio River between Paul Brown Stadium and Great American Ballpark, where the Reds play.

<http://www.cincyjungle.com/2012/3/12/2865775/bengals-players-opening-orange-leaf-frozen-yogurt-at-the-banks>

### Cincinnati Mayor Mark Mallory Discusses Downtown and New Riverfront Park

city parks blog

March 16, 2012

Smart Growth America recently completed video interviews with several mayors and other prominent elected officials nationwide, and will be releasing them over the next several months. The first is with Mayor Mark Mallory from Cincinnati — he speaks to the need to invest in downtowns and to make the right kinds of infrastructure investments to trigger job creation and community development.

<http://cityparksblog.org/2012/03/16/cincinnati-mayor-mark-mallory-discusses-downtown-and-new-riverfront-park/>

### On Banks project, city, county ahead of inclusion goals

The Business Courier

March 16, 2012

Small and disadvantaged businesses have won contracts worth \$11 million for the public portion of the Banks riverfront development project.

<http://www.bizjournals.com/cincinnati/print-edition/2012/03/16/on-banks-project-city-county-ahead.html>

### Sports Figures Invest in a Sweet Startup

entrepreneur.com/msnbc.com

March 19, 2012

If your name's Frostee Rucker, some might say getting into the fro-yo biz was in the cards.

[http://www.msnbc.msn.com/id/46780582/ns/business-small\\_business/t/sports-figures-invest-sweet-startup/](http://www.msnbc.msn.com/id/46780582/ns/business-small_business/t/sports-figures-invest-sweet-startup/)

### Queencitydiscovery.blogspot.com

March 20, 2012

The Big Red Machine used to play nearby, their stadium gone. In its place: new development - a resurgence of the riverfront, an extension of the city.

<http://queencitydiscovery.blogspot.com/2012/03/224-cincy-10-elevator-glass.html>

### The Banks Prepares for Opening Day

WKRC

March 27, 2012

We are nine days away from Reds Opening Day and it's shaping up to be a huge event that will be much different this year.

<http://www.wlwt.com/entertainment/30661961/detail.html>

### **"The Banks" are now open by Great American Ballpark**

ballparksavvy.com

March 27, 2012

If you have lived in Cincinnati for any amount of time, you have undoubtedly heard of the "Banks Project." The good news is, for the 2012 Reds season, the Banks are actually going to be a big benefit. Read on...

<http://www.ballparksavvy.com/1/post/2012/03/the-banks-are-now-open-by-great-american-ballpark.html>

### **Reds Opening Day block party announced this year**

WCPO

March 27, 2012

For the first time, a huge street party will be part of the Reds Opening Day festivities.

[http://www.wcpo.com/dpp/news/local\\_news/reds-opening-day-block-party-announced-this-year](http://www.wcpo.com/dpp/news/local_news/reds-opening-day-block-party-announced-this-year)

### **Rising Up**

City Beat

March 27, 2012

The Banks is beginning to look like the development many thought would never happen.

[http://www.citybeat.com/cincinnati/article-25177-rising\\_up.html](http://www.citybeat.com/cincinnati/article-25177-rising_up.html)

### **Opening Day to Include Downtown Street Party**

WLWT

March 28, 2012

Cincinnati's having a party for Opening Day, and everyone's invited.

<http://www.wlwt.com/sports/30786216/detail.html>