

# Historic Westside Village Welcomes Walmart

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Press Conference  
Media Results  
December 13, 2010

# Press Conference at 825 Martin Luther King Jr. Dr., Atlanta

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Brrrr...

25  
degree  
temps

# PR Team

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- ❑ Glen Wilkins, Sr. Manager Public Affairs & Government Relations for Walmart
- ❑ Sonya Moste, Director of PR for the Atlanta Development Authority
- ❑ Harold Jackson with The JacksonHeath Group (client Walmart)
- ❑ Edrick Harris, Project Manager HJ Russell & Company
- ❑ Sonji Jacobs Dade and Reese McCranie with the Mayor's Office of Communications
- ❑ Kavita Mistry with Golin Harris

# Media Value Generated

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- \$222,000 in earned media (free press)
- Over 3 million PR impressions

# Speakers

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- ❑ Atlanta Mayor Kasim Reed
- ❑ Atlanta City Councilman Ivory Young, District 3
- ❑ Atlanta City Councilman Michael Bond, Post 1 At Large
- ❑ Greg Sullivan, Sr. VP Southeast Division, Walmart
- ❑ Rosiland Brewer, President of Southeast Division of Walmart
- ❑ Ernestine Garey, Interim President, Atlanta Development Authority
- ❑ Jerome Russell, President HJ Russell & Company

# Mayor Reed Gives Remarks

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# Ernestine Garey Speaks

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# Press Release



NEWS RELEASE: Walmart to open in Historic Westside Village - Message (HTML)

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Subject: NEWS RELEASE: Walmart to open in Historic Westside Village

**FOR IMMEDIATE RELEASE**  
December 13, 2010

**Media Contact**

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Russell New Urban Development  
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**E-mail:** [jrussell@hjrussell.com](mailto:jrussell@hjrussell.com)

**Contact:** Sonya Moste, Director of Marketing and Public Relations  
Atlanta Development Authority  
**Phone:** 404.614.8281  
**E-mail:** [smoste@atlantada.com](mailto:smoste@atlantada.com)

**Historic Westside Community on Road to Revitalization**  
*Russell New Urban Development in talks with Walmart to bring low prices  
and savings to Atlanta University Center communities of Vine City and English Avenue*

ATLANTA – Russell New Urban Development LLC, the development arm of H.J. Russell and Company headed by H. Jerome Russell, in partnership with the Atlanta Development Authority (ADA) is furthering its revitalization of the Historic Westside community by entering into discussions with Walmart with the goal of opening a new store in the neighborhood. This is a triumph for the City of Atlanta, which has made significant investments in rebuilding the Atlanta University Center communities of Vine City and English Avenue.

"Walmart is bringing more than jobs, goods and services to the residents of the community and the 12,000 students of the Atlanta University Center," said Atlanta

Start | Archives - Microsoft Outl... | NEWS RELEASE: Walm... | ADA - Atlanta Developm... | Microsoft PowerPoint - [... | HWV Run of show 12-13... | 4:03 PM Monday

# Coverage Summary

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## PRINT

- ❑ Atlanta Voice
- ❑ Atlanta Business Chronicle
- ❑ Atlanta Journal-Constitution
- ❑ The Atlanta Inquirer

## TV

- ❑ Good Day Atlanta
- ❑ Fox 5 News
- ❑ Channel 2 Action News

## WEB & BLOGS

- ❑ Cascade Patch
- ❑ Atlantarealestate.citybizlist.com



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## Vine City warms to Walmart on cold day

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Rachel Tobin

Atlanta Journal-Constitution

To understand what a new Walmart would mean to the residents of Vine City, consider this: More than 50 people stood outside in sub-freezing weather Monday to cheer the announcement that the world's largest retailer is planning a store in the historic Atlanta neighborhood.

Enlarge photo



Atlanta Mayor Kasim Reed proclaimed an end to the "food desert" in the area defined more by small nail salons and barber shops than big-box retailers.

"It's a great day for the entire historic Westside community," Reed said. "At a time when this community needed help ..."

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# DailyUpdate

December 13, 2010

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BUSINESS, GOVERNMENT

## Walmart Coming to Historic West End Village

Some residents speculate on chances for superstore to thrive in financially-strapped neighborhood

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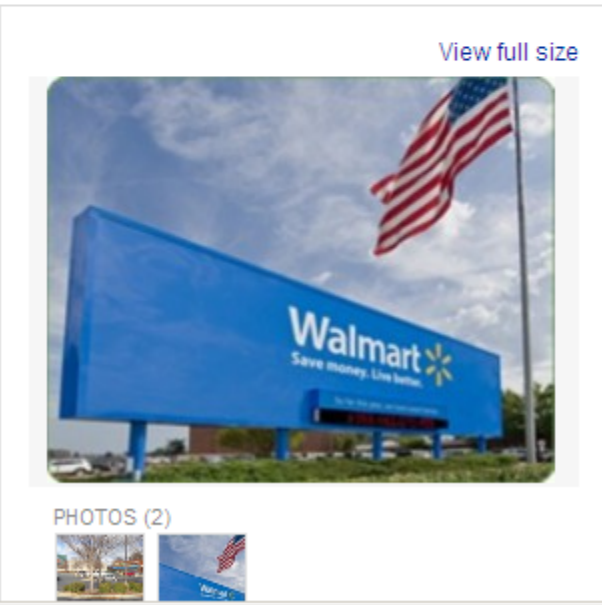
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Raised voices and surprised looks from Vine City residents and business owners followed the announcement Monday that Walmart, the world's largest retailer, plans to open a store in the historic Atlanta neighborhood.

The new 80,000 square-foot discount store, part of Walmart's initiative to experiment with smaller format stores, will include a money center and pharmacy.

"We need it," said Tom Leung, of Eggroll Corner, who recalls previous talks of revamping the area with a nationally-named store. "We have been waiting for it for 10 years."





December 10, 2010



# *Exclusive* New Wal-Mart planned for west side



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Va. Girl Found in Calif. Headed Home



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# Wal-Mart Coming to Historic Westside Village

December 13, 2010

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**Walmart** has chosen to locate one of its stores at **825 Martin Luther King, Jr.** Drive in Historic Westside Village, according to Mayor Kasim Reed's office.

**Russell New Urban Development LLC**, the development arm of H.J. Russell and Company headed by H. Jerome Russell, in partnership with the Atlanta Development Authority (ADA) is entering into discussions with Walmart with the goal of opening a new store in the neighborhood.

While the details of the proposed site are being finalized, plans for the Walmart store feature in-store services like a money center and a pharmacy and an exterior that blends with the design of the surrounding businesses. The company's natural lighting and recycling programs would be in place as well.

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