



FOR IMMEDIATE RELEASE

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Kroc Center unveils comprehensive Web site

The Salvation Army Ray and Joan Kroc Corps Community Center today launched a comprehensive Web site expanding the information provided about upcoming programming offerings, Kroc Center mission, membership information, local resources, community partnerships, proposed schedules and special events.

“This user-friendly Web site is one of a series of significant steps we are taking to position the Kroc Center as a world-class facility in south Omaha,” said Kroc Center Marketing Director, Molly Skold. “This interactive Web site will be an instrumental tool in providing current, up-to-date information to members of the Kroc Center as well as residents of the greater Omaha community. It’s a clean, navigable site we hope our users will find appealing and informative.”

Crews inside the 122,000 square-foot facility, located in historic South Omaha on Y Street between 27th and 30th Streets, are currently painting walls and ceilings, hanging fixtures, placing outdoor irrigation lines, preparing the grounds for landscaping and gearing up for the final stages of the building process.

The construction team of more than 100 workers plans to have the building completed by early November when the center will host a series of dedicatory events and open houses. Beginning November 16th, the Kroc Center will be open to new members during selected hours of operation. A Grand Opening Celebration is scheduled for the weekend of January 8th – 10th, 2010, when the center’s full programming schedule begins.

Key features of this world-class center include a 3-gymnasium complex, aquatic center with zero-depth entry recreation pool, lazy stream, slide and a six-lane, 25-yard competition pool, state-of-the-art fitness center, education center, classrooms, 600-seat assembly hall, fellowship hall, chapel, outdoor stage, athletic fields and recreation areas as well as additional gathering spaces.

In mid-August, the Kroc Center membership team will be announcing comprehensive rates and membership information including rates for individuals, families and seniors. This fall, selected programs and class schedules will be announced. Programs, special events and educational offerings are currently being designed so that each person who walks through the “Doors of Opportunity” (as illustrated in the Kroc Center logo) will discover and develop their own unique natural giftedness and potential.

The Ray and Joan Kroc Corps Community Center was made possible by a \$60 million gift from Joan B. Kroc, widow of McDonald’s CEO Ray Kroc, and a \$15 million local matching endowment campaign headed up by Heritage Services. The community center, in keeping with the mission of The Salvation Army, will provide programs and service designed to encourage positive, life-changing experiences for children and adults, strengthen families, and enrich the lives of seniors.

For more information about Omaha’s Ray and Joan Kroc Corps Community Center, please visit the Web site at www.omahakroc.org or call **Molly Skold**, Kroc Center Marketing Director at (402) 212-3644.

For more information about The Salvation Army, please contact Susan Eustice, Divisional Director of Public Relations & Communications, (402) 898-5908.

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