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*For Immediate Release*

## **Three New Retailers Coming to Greenway Station**

*Two seasonal, one permanent, all opening this fall*

**MIDDLETON, Wis. (September 21, 2016)** – With seven grand openings since last October, Greenway Station is going to top-off the lease year with three new retailers including Thirty State, LANG, and Tuesday Morning. Thirty State and LANG are both seasonal concepts while Tuesday Morning is a permanent relocation.

**Thirty State** is scheduled to occupy the 3,397 square foot space at 1651 Deming Way, Suite 110. Wisconsin was the thirtieth state to enter the union on May 29, 1848 and, as its namesake would imply, this new retail concept will strive to celebrate hyper-local landmarks, traditions, and events through a selection of customizable gifts, apparel, and home furnishings. Shoppers of Thirty State can expect one-of-a-kind items encompassing a unique celebration of greater Madison. There will also be many exclusive designs. The store and studio are scheduled to open in mid-October and interested parties are encouraged to check the Greenway Station website for a grand opening date. Owner, Aaron Frank's initial idea was to open Thirty State as a pop-up retail location during this coming holiday season; however, he says, "We'll stick around as long as there is a demand for our unique and customizable products with a distinctly local flair." For more information on Thirty State, please visit [www.thirtystate.com](http://www.thirtystate.com).

**LANG** is a seasonal retailer returning to Greenway Station for the third year in a row. The store is scheduled to open on Friday, October 28, 2016 in the 6,033 square foot space at 1620 Deming Way, Suite 102. Retail and Mobile Marketing Manager, Amy Hanson, says, "We have a lot of new product for the 2016 holiday season – all great gifts including new coloring collections, new tote bags in different styles and patterns and new game sets." Shoppers can also expect to enjoy outlet prices on LANG's most popular products such as calendars, cards, stationery and mugs. Headquartered in Waukesha, Wisconsin, LANG celebrates the holidays by opening outlets and retail locations across the state for a limited time. LANG's Greenway Station location is scheduled to close for the season on Saturday, December 31, 2016. For more details on LANG, please visit [www.lang.com](http://www.lang.com).

**Tuesday Morning**, currently located at 676 South Whitney Way, is relocating to Greenway Station's 15,462 square foot space at 1700 Deming Way, Suite 102. The leading off-price retailer specializes in selling deeply discounted, upscale decorative home accessories, housewares, seasonal goods and famous-maker gifts. With over 750 stores in 41 states, the company is nationally known for providing a fresh selection of brand name, high quality merchandise – never seconds or irregulars – at prices well below those of department and specialty stores, catalogues and online retailers. The retailer looks forward to a scheduled grand opening during the last week of November. For more information on Tuesday Morning, please visit [www.tuesdaymorning.com](http://www.tuesdaymorning.com).

### **About Greenway Station®**

Greenway Station, a joint effort between RED Development and Greenway Properties, is a 325,000-square-foot, open-air lifestyle center. Located along Greenway Boulevard and U.S. Highway 12/14 on 51 acres in Middleton and just 10 minutes west of downtown Madison, Wis., Greenway Station is the first shopping center of its kind in the area, combining unique shopping, entertainment and dining with strolling walkways and extensive landscaping. For additional information on Greenway Station, visit [www.greenwayshopping.com](http://www.greenwayshopping.com).

### **About RED Development**

Greenway Station is part of the RED Development portfolio. A wholly integrated commercial real estate company, RED Development maximizes asset value and performance for its high-quality retail and mixed-use portfolio that comprises 34 properties totaling 17 million square feet in 11 states. For more than 20 years, RED has been a preferred partner for national retailers and investors. The company also works with third-party property owners seeking RED's expertise in remerchandising and

repositioning properties to improve profitability and appeal. A privately held company headquartered in Phoenix, AZ with corporate offices in Dallas, TX, and Overland Park, KS, RED builds on its development capabilities as an active acquirer of existing properties. For more information, visit [www.reddevelopment.com](http://www.reddevelopment.com).

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