



*For Immediate Release*

## **Sushi, Sweepstakes & Soirees Elevate Spring at Greenway Station** *Fuji Sushi & Hibachi Now Open*

**MIDDLETON, Wis. (March 23, 2016)** – According to the [National Retail Federation](#), Easter shopping is forecasted to reach a 13-year high after February retail sales were already up 3.8% over 2015. With increasing sales, new tenants, and a growing market share, Greenway Station shopping center is local proof that Middleton's retail climate is thriving just as the NRF has predicted and observed. In the past six months Greenway Station has celebrated five grand openings including the most recent opening of Fuji Sushi & Hibachi on March 20. Fuji's opening marks the start of a series of exciting developments at Greenway Station which will include the launch of new social media platforms, hefty prize giveaways, a robust spring programming calendar, and the grand opening of Biaggi's Ristorante Italiano.

**Fuji Sushi & Hibachi** is now open in the 5,692 square foot space at 1610 Deming Way. Local owner and restaurateur, Jimmy Lin, says he's very excited about his business after a successful soft opening on March 20. Fuji Sushi & Hibachi offers a distinctive, high-energy and entertaining dining experience with unmatched seafood, steak, and other Japanese cuisine options. For additional information, please visit [www.fujimiddleton.com](http://www.fujimiddleton.com)

**Twitter and Instagram** are two of the new social media platforms that Greenway Station will launch in April in conjunction with some exciting sweepstakes. The shopping center will partner with NBC 15 and Disney Theatrical Productions in two different contesting initiatives. The former partnership will launch via Twitter on April 26. Participants will be encouraged to follow Greenway Station and NBC 15 on Twitter while they enter to win a \$1,000 gift card, valid all Greenway Station stores, restaurants and hotels. Similarly, Disney Theatrical Productions will be providing tickets to The Lion King for Greenway Station to give away on the center's Facebook page from April 11-18. Complete details on these contests have not yet been divulged but links to Greenway Station's Twitter, Instagram and Facebook pages can be found at [www.greenwayshopping.com](http://www.greenwayshopping.com).

**Greenway Station's Spring Savings Soiree** will follow the multifaceted social media launch on April 30 from 3-5 p.m. with personal stylist, Krystle Marks, providing a fashion workshop at the event. The Spring Savings Soiree will also feature complimentary refreshments, prizes and a free \$20 Greenway Station gift cards for the first 200 attendees to make their admission purchase. A gift with purchase promotion and the center's annual Farmers' Market will begin just a few days after the Soiree in May. For complete details on Greenway Station's events and promotions, please visit [www.greenwayshopping.com/events](http://www.greenwayshopping.com/events).

**Biaggi's Ristorante Italiano** will be adding to the May excitement with their grand opening scheduled to take place early in the month. Biaggi's is operating at their current location on Junction Road until their opening at Greenway Station in the 8,750 square foot space at 1611 Aspen Commons. Biaggi's looks forward to delivering a memorable, Italian dining experience at Greenway Station, to all new and returning visitors alike. For additional information about Biaggi's please visit [www.biaggis.com](http://www.biaggis.com).

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**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).