

## THE PUBLIC HELPS CELEBRATE TARGET PLAZA'S GRAND OPENING



Target Corporation, the Minnesota Twins, the Minnesota Ballpark Authority and fans celebrated the official opening and dedication of Target Plaza at Target Field on March 13, 2010. Target Plaza will be the gateway into Target Field and a vibrant community gathering space for Twin Citizens of all ages. To celebrate the special dedication event, Target brought a taste of summer to Target Plaza with a warm weather-inspired outdoor festival including music, interactive activities and food for the entire family.

Target Plaza, designed by Populous and oslund.and.assoc., is a walking bridge and public space connecting Target Field to the heart of downtown Minneapolis, beginning at the corner of First Avenue and Sixth Street. Sure to be a popular gathering location for many pre- and post-game festivities, Target Plaza contains dynamic features including:

- Nine 40-foot baseball bat-inspired topiaries
- An oversized bronze baseball glove as a symbol of the annual Gold Glove award
- The Twins Tradition Wall
- Legend statues
- Twins Hall of Fame pennants
- A Minnesota baseball history monument
- A wind-powered wall installation called the "The Wave" designed by artist Ned Kahn

"We at Target have a passion for great design, and thanks to the outstanding collaboration of our community partners, all Twins fans will be able to experience and enjoy this beautiful art-filled venue," said Shawn Gensch, vice president of marketing, Target.

"Twins fans have a deep appreciation for the history and traditions associated with baseball," said Dave St. Peter, president of the Minnesota Twins. "Each feature in Target Plaza, from the art to the player wall, was designed to celebrate our great game."

"The Ballpark Authority is thrilled to partner with the team and Target to create this seamless connection to the historic Warehouse District," said Steve Cramer, chair of the Minnesota Ballpark Authority. "Target Plaza will be an exciting public gathering space for years to come."

To officially commemorate the opening of Target Plaza, a news conference was held on March 13 and included remarks by Target leadership, Twins executives, the Minnesota Ballpark Authority and community officials. The opening of the Plaza coincided with the first day fans were able to purchase single game tickets for the inaugural season at Target Field.