

Subject: Piazza Imo is Coming to Life on The Hill!

FOR IMMEDIATE RELEASE

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The Piazza Imo Committee is very excited about the progress to date despite the many challenges from Mother Nature.

(St. Louis, November 28th, 2018)

A group of distinguished citizens and businessmen from the Italian Open have formed a committee to build an incredible Italian inspired Piazza in The Hill neighborhood of St. Louis. The Piazza will be called Piazza Imo.

Ground was broken on September 10th for Piazza Imo. Since that time, all underground work and systems have been completed. The Piazza Imo Committee is very pleased with the overall progress of the buildout of this magnificent Italian inspired Piazza, despite the many obstacles Mother Nature has created this year including an unseasonably high number of snow days, ice and freezing temperatures.

Piazza Imo Committee member Phil Torrisi, who is managing the construction of Piazza Imo, stated “we are taking our time and ensuring everything is optimized with each aspect of the buildout. We are also taking the approach that this incredible gift to The Hill, and city of St. Louis, is being created to last for the ages. So, although we want to see good progress being made, we are making sure that we create a Piazza that is not only beautiful, but one that will also stand the test of time”.

The construction of Piazza Imo is a work of art in itself. Just about everything is handcrafted, from the solid marble fountain, to the ornate iron gates, down to many smaller items such as the stone wall caps and the steel substructure that supports the stone walls and iron gates. Mr. Torrisi also stated “because many of these pieces are handcrafted, our talented craftsman constructing Piazza Imo are working under much tighter constraints which sometimes falls to within 1/8 of an inch. It’s challenging work, but the end product will be something truly unique and special”.

In the coming weeks the above ground construction of Piazza Imo will begin. The Piazza Imo Committee has been honored and excited by the unbelievable amount of support it has received from so many individuals and the community at large. If you drive by Piazza Imo grounds today, located across the street from St. Ambrose Church in the historic St. Louis Hill neighborhood, you can witness the progress being made. The Piazza Imo Committee now expects to have a ribbon-cutting ceremony on location in early Spring 2019. There will also be Christmas festivities at the Piazza on December 15th, 2018. We invite you to join us at noon for holiday fun, festivities and cheer!

For more information, or to view the time lapse video on Piazza Imo’s building progress, you can visit www.piazzaimo.com, or contact Paul Eppen, President Optum Marketing Group, at peppen@optummarketing.com or 314-542-0400.

About Piazza Imo: Piazza Imo will be approximately 11,000 square feet when completed. Some aspects of the Piazza will include a marble fountain imported from Italy, granite walkways also imported from Italy, ornamental gates, spaces for people to gather including granite benches, an Italian inspired grotto, several prayer gardens and beautiful landscaping in and around the Piazza.

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