



SWOPE COMMUNITY BUILDERSSM

Member Swope Community Enterprises

FOR IMMEDIATE RELEASE

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New Burger King Opens at Shops on Blue Parkway **East Side Retail Center Enjoys Continued Growth**

Kansas City, MO....A ribbon cutting for a new 24-hour Burger King restaurant will be held on **Tuesday (Tomorrow), April 20th, 3:00 p.m., at 4351 E. Blue Parkway.** The restaurant is the most recent addition to the Shops on Blue Parkway retail center, located on the Brush Creek Corridor's east side.

This will be the latest restaurant opening for Genesh, Inc., a family of companies that owns and operates 48 Burger King Restaurants and 14 Denny's Restaurants. "We are proud to be a part of the development and growth in this community," said Tony Robinson, COO of Genesh, Inc., "The Shops on Blue Parkway retail center is located right in the heart of an area that continues to demonstrate great market potential," he added. The restaurant brings to the community more than 40 full- and part-time positions.

Members of the City Council, Chamber of Commerce, area neighborhood association leaders, and representatives from Brush Creek Corridor businesses are expected to attend. Following the ribbon cutting, the invited audience will have the opportunity to order their favorite Burger King meal on the house. The restaurant will officially be open to the public *after* the ribbon cutting, **starting at 5:00 p.m.**

"We're excited that, despite a challenging retail market, the Shops on Blue Parkway center is experiencing a surge in economic development," said Bill Jones, President of Swope Community Builders, the community development corporation that owns the Shops. "We welcome Burger King as one of the new businesses that have come on board in recent months, including Capital Beauty and Luxury Nails."

Swope Community Builders is a subsidiary of Swope Community Enterprises (SCE). SCE and its member companies are dedicated to providing solutions to improve the physical, behavioral and economic well being of individuals, families and communities.