



## **For Immediate Release**

### **Geno Auriemma to Open Restaurant in Storrs Center**

April 10, 2012 – Storrs Center Alliance, LLC announced today that Geno Auriemma will open a restaurant in Storrs Center, the new mixed-use, pedestrian-oriented downtown under construction in Mansfield, Connecticut. Located at the crossroads of the University of Connecticut and the Town of Mansfield, Geno's will be situated in the first phase of Storrs Center. The restaurant is expected to seat over 100 people and will offer both inside and outside dining. It is scheduled to open later this summer.

Geno's will be the newest restaurant to be operated by Mr. Auriemma and his partners, who also own and operate Geno's Fast Break at the Mohegan Sun Casino in Uncasville, Connecticut. "This is an incredible opportunity for us. Our new location in Storrs Center will afford us the ability to reach a core group of consumers and offer them a fantastic product," said Auriemma. "Our executive chef, Calvin Silva, strives to create a memorable experience and great tasting food that is popular with consumers throughout Connecticut. Storrs Center feels like home. We hope Geno's will be loved by the Mansfield community and campus population as well."

Plans for Geno's are to provide a relaxed, yet fun, dining experience. It will be a great place to enjoy a special celebration or to kick back on the weekend with friends. The varied menu is comprised of dining selections that will appeal to a broad spectrum of patrons. "With Mr. Auriemma's national reputation in the collegiate sports world, opening Geno's restaurant is a natural for Storrs Center," according to Howard Kaufman, Managing Member of LeylandAlliance, the parent company of Storrs Center Alliance. "Geno's will be a signature restaurant, and we expect it to become a major draw."

Philip Lodewick, President of the Mansfield Downtown Partnership, sees Geno's as another step towards fulfilling the Partnership's vision to create a college Main Street community in Storrs. "The Partnership has been working tirelessly with master developer LeylandAlliance to create a vibrant, mixed-use, pedestrian-oriented downtown for Mansfield. With Geno's restaurant joining the list of national, regional and local businesses in Storrs Center, I believe we are closer to meeting the ambitious goals we have set for the Storrs Center project."

Geno's will join a growing roster of restaurants, service establishments, and other commercial tenants that will open in Storrs Center in the coming months. Storrs Center is a \$200 million,

mixed-use town center that includes new retail, restaurant, office, and residential development within a planned community of pedestrian walkways, green spaces, and conservation areas. It is one of the most ambitious public/private initiatives in Connecticut.

For more information about Storrs Center, visit [www.storrscenter.com](http://www.storrscenter.com).

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*Storrs Center is a mixed-use town center and main street corridor at the crossroads of the Town of Mansfield, Connecticut and the University of Connecticut. Located along Storrs Road adjacent to the University, the Town Hall, the regional high school, and the community center, Storrs Center will include a new Town Square across from the University's fine arts center and will combine retail, restaurant, and office uses with a variety of residence types. The town center plan knits thoughtful architecture, pedestrian-oriented streets, and public spaces into a series of small neighborhoods that will make up the new fabric of the town center. Ground floor retail and commercial uses opening onto landscaped sidewalks will reinforce traditional street front activity and will be supported by residences above and shared community spaces.*

*Storrs Center is being developed by Storrs Center Alliance, LLC, a subsidiary of LeylandAlliance LLC, in cooperation with EdR and the Mansfield Downtown Partnership. For more information, visit [www.storrscenter.com](http://www.storrscenter.com).*

*LeylandAlliance LLC is a real estate development company focused on the creation of mixed-use, highly sustainable neighborhoods founded upon the principles of New Urbanism. The company, based in Tuxedo, New York, develops neighborhoods that foster a sense of community, embrace tradition, and set new standards for innovative construction and environmental responsibility. For more information please visit [www.leylandalliance.com](http://www.leylandalliance.com).*

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