



FOR IMMEDIATE RELEASE

CONTACT: Cynthia Roberson  
Carolyn Izzo Integrated Communications  
845/358-3920 x14  
croberson@ciicnews.com

**“SUMMER STARTS HERE” AT LAGUARDIA’S CENTRAL TERMINAL BUILDING  
WITH SUMMER-LONG EVENTS AND PROGRAMS**

**Queens, NY (July 3, 2007)** -- The Central Terminal Building at LaGuardia Airport will officially be kicking off the summer season with new programs and events, including the “Summer Starts Here” and “Ask Me” Customer Concierge” programs. These summer-long programs will run through Labor Day and will offer travelers special events and promotions at Central Terminal’s food and retail shops.

**“Ask Me” Customer Concierge Program** ,” provides customer service agents to assist travelers with shopping and dining options during the hectic travel season. Similar to a concierge found at many fine hotels, the “Ask Me” customer concierge, identified by their yellow Food & Shops vests, will be rolling through the terminal with their carts full of information and coupons ready to help travelers experience the Central Terminal Building’s 60 plus fine retail shops and dining locations.

**“Summer Starts Here,”** Central Terminal’s new customer outreach program, will offer travelers an array of activities and events that will make LaGuardia a cool place to be this summer. Events will include terminal-wide sidewalk sales offering amazing discounts at many of the terminal’s top retailers, and a kids coloring station where kids can have their newly created artwork displayed for all to see.

“Summer is one of the busiest travel seasons at the airport, with many travelers anxiously waiting to start their vacations, “says Lillian Tan, vice president and general manager of MarketPlace Development, the retail development company that develops and manages the food and retail program for the Central Terminal. “We developed the ‘Summer Starts Here’ and the ‘Ask Me’ Customer Concierge’ programs to offer travelers a fun and unique airport experience from the moment they enter the airport until their time of departure.”

MarketPlace Development is the private partner with The Port Authority of New York and New Jersey in the \$18 million, 50,000-square-foot redevelopment of the food and retail program at the Central Terminal Building, the largest of LaGuardia’s four terminals. A Massachusetts based retail development and management company, MarketPlace Development also handles the development and leasing of all retail, food and beverage, and passenger service concessions in the seven domestic and international terminals at Philadelphia International Airport.

For more information about the “Summer Starts Here” and “Ask Me” customer concierge program, contact Cynthia Roberson, at [croberson@ciicnews.com](mailto:croberson@ciicnews.com) or 845/358-3920 x14. For more information on MarketPlace Development, visit [www.marketplacedevelopment.com](http://www.marketplacedevelopment.com).

###