



## **JBG Companies Selects Cashman & Associates as its Agency of Record for the Highly-Anticipated King of Prussia Town Center**

*Philadelphia-based lifestyle communications, branding and events agency to lead all strategic marketing initiatives*

**PHILADELPHIA, Pa. - June 29, 2016** - Cashman & Associates today announced that it has been selected as the agency of record for the highly-anticipated King of Prussia Town Center by JBG Companies, the real estate investment and management firm behind the lifestyle center. Cashman & Associates will strategize and execute a comprehensive, integrated marketing campaign that leverages public relations, advertising, graphic design and branding, special events, social media and tenant relations to generate continued excitement and awareness and drive traffic to the centers' growing list of tenants.

"The team at Cashman & Associates shares our vision for success and brings versatile capabilities, specialized expertise and knowledge of the local market making them uniquely equipped to take on this exciting new project," said Vikki Kayne, vice president of marketing for JBG Companies. "We are excited to partner with them to bring the King of Prussia community a vibrant new entertainment and lifestyle center."

The 400,000 square foot mixed-use lifestyle center, located adjacent to the King of Prussia Mall will bring a vibrant, accessible new destination for families, community members and business professionals to experience and enjoy an eclectic mix of trendy dining options and upscale shopping paired with entertainment, events and gatherings.

"The King of Prussia region is experiencing rapid growth and is poised to become one of the most desired destinations in the region for both travelers and locals," said Nicole Cashman, president & CEO of Cashman & Associates. "We are thrilled to partner with JBG Companies on this exciting new project that will offer residents and businesspeople an experiential outdoor venue for entertainment, shopping, dining and gathering."

Cashman & Associates continues to deepen and expand its areas of expertise through large-scale, integrated marketing campaigns, like the King of Prussia Town Center. In the past few months, Cashman & Associates has also been selected to represent major brands including the Democratic National Convention (DNC), Wawa Welcome America, Dry Bar, Aqimero by Richard Sandoval, and AKA by Korman Communities to employ all major marketing disciplines and bring fully-integrated solutions to clients from planning through activation.

### **About Cashman & Associates**

Cashman & Associates is a strategic communications, brand management and special events agency that specializes in tourism and hospitality, fashion and retail, health and beauty, sports and entertainment,

non-profit and real estate industries. Founded in 2001 by Nicole Cashman, Cashman & Associates has amassed a high-profile local, national and international client list. Representing the most prominent brands and organizations, Cashman & Associates blends a comprehensive understanding of the entertainment and consumer lifestyle industries with a highly creative sense of marketing. Cashman & Associates has offices in Philadelphia (headquarters) and New York with a network that extends through all major media markets including Miami, Chicago, Los Angeles, DC, Pittsburgh, Boston and Las Vegas. For more information about Cashman & Associates, visit <http://cashmanandassociates.com/>

**About The JBG Companies:**

Headquartered in Chevy Chase, Md., The JBG Companies is a private real estate investment firm that develops, owns and manages office, residential, hotel and retail properties. The company has more than \$10 billion in assets under management and development, primarily in the Washington, DC area. Since 1960, JBG has been active in the areas where it invests, striving to positively impact local communities. For more information, please visit [www.JBG.com](http://www.JBG.com) or find us on Twitter @TheJBGCompanies and Facebook [facebook.com/TheJBGCompanies](https://www.facebook.com/TheJBGCompanies).

**About King of Prussia Town Center**

King of Prussia Town Center is a 400,000 square foot retail and dining destination by The JBG Companies, a leader in the ownership, development, management and leasing of retail and retail-driven mixed-use properties in the Mid-Atlantic region. The King of Prussia Town Center will feature a mix of signature national retailers and unique restaurants. Located in King of Prussia, PA adjacent to the iconic King of Prussia Mall and the new 140,000 square foot Wegmans grocery store, this one-of-a-kind, lifestyle-oriented shopping and dining locale will include over 1,200 parking spaces for its 17 buildings, and will feature LA Fitness, REI, Nordstrom Rack and more. The Town Center will be open to the public beginning in July, 2016.

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