



FOR IMMEDIATE RELEASE

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World Trade Center of New Orleans announces support for 2 Canal Street developer

Grants exclusive rights for use of the WTC name

New Orleans, LA – The World Trade Center of New Orleans organization has announced its formal support for one of five developers vying for the City of New Orleans contract to redevelop the vacant 33-story business tower located at the foot of Canal Street in downtown New Orleans. The historic tower formerly recognized as the World Trade Center of New Orleans building was previously occupied by the World Trade Center of New Orleans organization from 1967 until 2011 when the organization moved to its new location in the Central Business District.

The development group named 2 Canal Street Investors, Inc., led by Woodbine Development Corp. of Dallas, Monday Properties of New York and Washington D.C., and Valencia Hotel Group hotel management firm, as well as other co-developers approached the World Trade Center of New Orleans to be a part of the vision for the redevelopment of the tower.

As part of an agreement between the two entities and as detailed in the [proposal submitted to the City of New Orleans](#), the World Trade Center of New Orleans organization would occupy a portion of commercial space in the re-developed tower and thereby give the development group exclusive rights to incorporate the names “World Trade Center New Orleans” and “Plimssoll Club” in connection with its bid for redevelopment and in connection with any successful grant by the City of New Orleans of the right to redevelop the property located at Two Canal Street.

“The prospect of relocating the organization back to our namesake building is an exciting one. At the time of its construction the former World Trade Center building stood as an anchor for the City of New Orleans and to the nation. The arrangement between the WTC and the 2 Canal Street Investors helps to bring the World Trade Center legacy back home,” said Hon. Edward T. Hayes, Chairman of the World Trade Center of New Orleans.

The proposal by the 2 Canal Street Investors outlines a plan to re-develop the historic building as a mixed-use facility, with a dominant focus being the five-star luxury Hotel Alessandra New Orleans, complemented by 240 luxury rental units, as well as a Grand Foyer, Wine Bar, and separate Restaurant/Café’.

“The 2 Canal Street Investors recognize the immense and influential presence of the former World Trade Center building, and have outlined a proposal that we feel not only preserves its historical significance but also creatively showcases the progressiveness of our city” said Dominik Knoll, Chief Executive Officer of the World Trade Center of New Orleans. “As long-considered an iconic symbol of commerce, we are delighted to see a proposal that positions the tower to emanate that once more.”

For more information, please contact The World Trade Center of New Orleans at (504) 529-1601 or email info@wtcno.org.

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About the World Trade Center of New Orleans

The World Trade Center of New Orleans (WTCNO) is the strongest international business organization in the Gulf Coast region, consisting of 1,000+ companies as well as high profile individual members. This membership base represents a diverse group of industry leaders, companies, professional organizations, and government institutions that include manufacturers, energy, agriculture, maritime, digital media, foreign consulates, and other interests. In 2013, member organizations were able to significantly contribute to the state’s record-breaking exports, the total value of which exceeded \$63.3 billion. This strong international organization creates a variety of opportunities for its stakeholders with the objective to add wealth to its community as well as create jobs through international trade and related services while fostering business and economic development by engaging in allied activities. For more information, please visit www.wtcno.org.