



INTEGRATED SOLUTIONS TO REAL ESTATE AND DEVELOPMENT

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The Festival Companies Announces Major Rebranding in Celebration of Their 40th Anniversary

Los Angeles, CA (March 15, 2021) – The Festival Companies, one of California's most active private real estate organizations, unveiled its new visual identity this week. The new look, which also includes an overhauled website and social media presence, honors the organization's 40-year anniversary in the mixed use and retail real estate investment and development industry.

Headquartered in Los Angeles and Honolulu, with regional offices in Maui and Houston, The Festival Companies is a nationally recognized retail and mixed-use investment, development and management organization, as well as a full-service real estate advisory firm.

"It's in our DNA to evolve with intention. Festival's new elevated brand reflects our progressive culture," said Rosalind J. Schurgin, Co-Founder and CEO. "Our organization has a vibrant personality with forward thinking expertise in creating superior investments, including A-Z knowledge in acquisition, development, redevelopment, leasing, management, and operations encompassing all forms of retail and mixed-use assets," added Schurgin.

The Festival Companies has developed and operated over 140 shopping center and mixed-use projects nationwide, while concurrently building a prolific third-party real estate advisory firm representing both institutional owners and private investment firms.

This rebrand solidifies the company's stance as an industry leader offering strategic integrated real estate solutions and unparalleled client and partner services. "We've been an innovator and industry leader for four decades. Our new corporate identity reflects that vision, maturity, and best-in-class resolve," concluded Schurgin.

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ABOUT THE FESTIVAL COMPANIES:

The Festival Companies is a proven leader in the ownership, operation, development and redevelopment of open air and enclosed shopping centers, street retail and mixed-use projects across the country. Festival also operates a full-service commercial real estate services, management and advisory firm with inhouse capabilities that provide fully integrated expertise to its strategic partners and clients alike. Built upon a foundation of entrepreneurship and over 30 years of experience, Festival has an extensive track record in transforming real estate into high performing retail and mixed-use investments. With its hands-on approach and market acuity to every aspect of consumer based development and operations, Festival is a strategic partner with its retailers, municipalities, communities, investors and clients.

Website: Festivalcos.com

Social: [@TheFestivalCompanies](https://www.instagram.com/TheFestivalCompanies)

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