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FOR IMMEDIATE RELEASE

Nation's First-Ever Lodgic Everyday Community Comes to Champaign-Urbana

Moose International Unveils Innovative New Concept

CHAMPAIGN, July 6, 2017 — Moose International is embarking upon a brand-new, innovative concept designed specifically with modern working professionals and families in mind, and they are launching it in Champaign's Illini Plaza. The iconic fraternal service organization officially unveiled the new concept — Lodgic Everyday Community — at their annual convention in Tampa last week. The Lodgic name is a nod to the hallmark Moose lodges that have been the heart and soul of the organization's 129-year history, but the new Lodgic brand is a revolutionary way to engage the next generation in service and community.

"Lodgic is a completely new kind of place that will offer modern professionals and families the flexibility and support in three areas they value most," said Scott Hart, CEO, Moose International. "Maximized productivity, high-quality time together as a family, and a genuine sense of community are at the core of Lodgic."

Under one roof, Lodgic Everyday Community will seamlessly blend three services:

- **Lodgic workplace** — Full-service, hospitality-forward coworking to serve independent workers, small-business owners, and other location-independent professionals, the fastest-growing segment of today's workforce.
- **Flexible, drop-in childcare** — Play-based, early childhood learning curriculum with Mooseheart values of empathy, caring, respect, kindness, responsibility, and service embedded within the experience.
- **Healthy, delicious, affordable meals** — Healthy, fast-casual, convenience-driven cafe with take-home meals and a full-service spitfire kitchen and bar.

The concept has been a work in progress since 2014 with expert researchers and partners from branding, coworking, childcare, and dining all engaged in developing something mid-size metro areas have never seen before.

"People in communities like Champaign-Urbana want the same amenities as their urban counterparts, but they don't want to sacrifice the things that make their community

special,” said Cheryl Farr, CEO, SIGNAL.csk Brand Partners, development partner to Moose. “Lodgic is designed primarily for people who don’t need — or want — to be tied to a desk all day from 9 to 5. It’s also ideal for the stay-home parent who needs a place to help manage their family’s responsibilities,” said Farr.

“We are very excited to welcome Lodgic to our business community,” said Craig Rost, Executive Director, Champaign County Economic Development Corporation. “Lodgic Everyday Community will undoubtedly help Champaign-Urbana attract and retain business, while also providing a space for entrepreneurs and remoteworkers to thrive.”

For two years the Lodgic design process has centered around its ambitious purpose. “Everything about the physical space represents something completely re-imagined for modern working families,” said David Vermeesch, strategic design advisor to Moose. “But we’ve built every detail squarely on the timeless mission of Moose to help communities thrive and caring for kids.”

At its core, Lodgic Everyday Community will focus on strengthening families and cultivating the next generation of global citizens with sound character who are dedicated to stewardship and service.

Lodgic hopes to serve as a stable, ongoing support mechanism for Mooseheart Child City and School, including the expansion of the Tommy Moose first-responder program — for children locally and across North America. “It’s been invigorating for us to take our 100 year history in caring for children and translate it into a completely new kind of environment for families,” said Gary Urwiler, Director of the Mooseheart Child City and School.

Please visit www.Lodgic.org to learn more, and sign-up to receive Lodgic Everyday Community updates.

Lodgic Workplace

Lodgic coworking is designed as a fresh take on the workplace, which means it’s nothing like a traditional office. It will offer quiet phone tents, energizing huddle huts, cozy corners, smart event spaces, healthy food and drinks, and fast fiber speed.

It’s a 24-hour vibrant work zone for freelancers, start-ups, small businesses, or professional nomads.

Flexible, Drop-in Childcare

Lodgic flexible childcare is a new kind of high-quality, licensed care that allows parents to come, go, and pay only for the time they need. No reservations required. It works by

the hour, by the day, by the week, or month. Evenings and weekends, too. It's like an affordable day camp for growing minds and building character. Arts and crafts, healthy snacks and naps, and early-childhood happiness adapt to the modern family's work week.

Healthy, All-day Dining

Lodgic welcomes the community inside and out with smart dining that is healthy, energizing, and affordable. At Lodgic, everything is connected, so culinary adventure and local foodie culture is built into every space. At the family-friendly cafe and market, the on-the-go option is also the good-for-you option. Nearby, the spitfire grill is a full-service kitchen and bar with house-made, locally sourced freshness that tastes a lot like comfort food and feels a lot like home.

About Moose International

The Loyal Order of Moose is one of the world's oldest and largest fraternal order and community service organizations. With one million members and over 1,500 Moose Centers across the U.S., Canada, Great Britain, and Bermuda, it provides members with family-oriented social, dining, and sports activities. In local communities, members are known for volunteerism and community service. Nationally, the organization's main endeavors include Mooseheart Child City and School, a residential community and school for children whose families are unable to care for them; Moosehaven, a Florida retirement community for senior members; and Tommy Moose, a national first-responder program for police and rescue to help children in acute crisis situations. Mooseheart Child City and School is one of the longest-operating children's residential care facilities in America. Its beautiful rural campus spans 1,000 acres and has its own ZIP code. Children receive the nurturing home, emotional development, and solid education they need to reach their full potential through the pioneering Mooseheart method of innovative and nationally recognized educational and family-living programs.

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