



Crocus Building Renamed The McKim Building

Canada's first advertising agency puts name on one of Winnipeg's oldest landmarks

WINNIPEG Jan. 11, 2017 -The historic building at 211 Bannatyne Av. in Winnipeg's Exchange District has been renamed **The McKim Building** from the Crocus Building. **McKim Communications Group**, a long-time tenant and one of the building owners, recently acquired the building's naming rights.

Today at about 3:00 p.m., the vertical sign on the Main St. exterior will be revealed as McKim and bear the agency's logo, replacing the Crocus lettering, and signalling the building name change.

"Renaming this historical site as The McKim Building is indicative of a new chapter for a building that has had a significant role in the story of downtown Winnipeg," says McKim president, CEO and agency owner, Peter George, referring to the building's origins as the J. H. Ashdown Hardware store, a major hardware store at the turn of last century.

There will be no formal unveiling ceremony; Peter George will be available for comment all day, and spokesperson from Across the Board Café will also be available for comment. Upon request, a high-resolution photo of the sign will be available after 3:00 p.m.

Today, building tenants include Winnipeg's Contemporary Dancers, Winnipeg Folk Festival, and Across the Board Café, which is relocating to The McKim Building and will open its doors soon.

McKim moved from River and Osborne to 211 Bannatyne Av. in 2005, both for the visibility and to be located in the centre of Winnipeg's growing creative, professional and business community. Hundreds and thousands of pedestrians, bikes and vehicles come into contact with the building every day.

McKim Communications Group Ltd. serves international, national and regional clients including regional and federal Crown corporations, post-secondary education institutions, governments, not-for-profits and private sector companies. The agency has won numerous local, national and international awards for its work and has offices in Winnipeg and Regina. McKim opened in 1889 and is Canada's first advertising agency.
www.mckimcg.ca

For historical information on the building see the [Heritage Winnipeg website](#).

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