

# Toyota Music Factory



Toyota Music Factory, developed by ARK Group, is a \$200 million, 500,000+ square foot mixed-use complex located in the Las Colinas Urban Center in Irving, Texas. ARK Group, based in North Carolina, engaged Cooksey Communications to manage media relations and strategic events during the massive construction and staggered opening of the all-in-one entertainment and dining destination.

Cooksey secured more than 275 print, broadcast and digital media placements in the first 12 months, including NBC, CBS, ABC, FOX, USA Today, The Dallas Morning News, Fort Worth Star-Telegram, Dallas Business Journal, Fort Worth Business Press, D Magazine, BisNow, CultureMap, Dallas Observer, PaperCity magazine, Dallas Voice, VisitDFW.com, Meetings Today, Real Estate Business, Venues Now, Meetings & Conventions magazine and more. In addition to earning massive media exposure for the venue, Cooksey's work on behalf of the developer received Platinum honors for media relations in the Hermes Creative Awards, an international creative competition.

