

Star Tribune Preparing Special Features to Mark Opening of U.S. Bank Stadium

MINNEAPOLIS – July 15, 2016 – As construction teams finalize the last details of U.S. Bank Stadium, Star Tribune Media Co., Minnesota’s largest media company, today announced a series of newsroom initiatives to coincide with the opening of Minnesota’s largest and newest sports and entertainment venue later this month.

On Sunday, July 17, as part of its comprehensive coverage, Star Tribune will publish an unprecedented eight-page, double-gatefold commemorative infographic (with a wraparound stadium photo) that highlights many of the facts and figures behind the 70,000-seat, \$1.1 billion stadium. The Star Tribune joins The New York Times as the only major newspapers to produce a single spread of this size as part of its standard daily edition.

In addition, Star Tribune will publish a separate 28-page tabloid-sized special section, also included in its July 17 edition, that gives readers a complete picture of U.S. Bank Stadium. The stories and visuals prepared by the Star Tribune newsroom cover everything from the stadium’s architecture and cutting-edge technologies to its culinary offerings and the fan experience on game day.

For visitors to StarTribune.com, Star Tribune journalists have created a series of 360-degree videos to give readers an immersive view of the new stadium. In partnership with Minneapolis-based VR startup Visual, Star Tribune will also soon release a virtual reality app for smartphones that enables viewers to experience “fly-through” tours of U.S. Bank Stadium. Links to these and other features will be available beginning Saturday at StarTribune.com/usbankstadium.

“We’re eager to share this story with our readers across the region and, of course, with Minnesota Vikings fans around the world,” said Derek Simmons, assistant managing editor for visuals. “This is a terrific example of how we can cover a story from more angles and with more innovation than any other media source in Minnesota.”

In expectation of higher demand for the July 17 edition, Star Tribune is planning an extra-large print run and will make back-copies available online in the coming weeks at StarTribune.com/shop, while supplies last.

About Star Tribune Media Company

Star Tribune Media Company LLC is a locally owned, award-winning media company serving Minnesota and the upper Midwest. With the seventh-largest Sunday and 12th-largest daily circulation newspaper in the U.S., the most-visited local website, a range of home-delivered advertising solutions, and a popular arts/entertainment publication and mobile app, Star Tribune reaches more consumers than any other Minnesota media brand.