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DivcoWest to bring REI Co-op to Cambridge Crossing

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Cambridge, MA DivcoWest will welcome specialty outdoor retailer REI Co-op to Cambridge Crossing (CX), the new 43-acre neighborhood at the intersection of Cambridge, Somerville, and Boston. This marks REI's first Cambridge location and the introduction of its small format neighborhood store, which will provide a curated offering of everyday outside gear, apparel, and services.

"After 34 years in Massachusetts, including 18 years in Fenway, we're proud to grow into the city of Cambridge this fall – a neighborhood filled with outdoor enthusiasts and forward-thinking companies," said Becky Smith, REI's Northeast regional director. "We look forward to joining the fabric of a community that shares our belief that time outside is fundamental to a life well lived. REI is committed to connecting and supporting all members of the community to have an active lifestyle."

The 8,000 s/f urban concept store is slated to open this fall at 181 Morgan Ave., on the first floor of CX's newly constructed two-story 20,000 s/f office and retail building. Serving nearly 579,000 lifetime members throughout Greater Boston, REI will focus on the area's rich heritage of running

and cycling. The co-op's other products will be carefully curated to serve those in the Cambridge community that prioritize time outside in their daily lives. Members and customers will be able to access the full breadth of REI's merchandise on REI.com through in-store and virtual outfitting and consultation services. The location will also feature a gathering space to where members and customers can partner with REI's local staff to dream, discover, and plan their next local outdoor adventure. REI will work closely with the CX team to host community programming outside, within the 11 acres of planned public parks and open spaces in the new neighborhood.

"REI's reputation as a leader in outdoor expertise and commitment to investing in their communities makes them an ideal addition to the growing list of retail at Cambridge Crossing," said Mark Roopenian, Managing Director at DivcoWest. "With an abundance of open space and a unique network of multi-use paths and interconnected walkways, CX is a neighborhood that puts health and wellness first and we couldn't be more thrilled to partner with a company whose values and mission are aligned with the future of this growing community. CX will be the perfect home for this innovative new concept."

REI will be conveniently located at the front steps of CX, adjacent to the new and soon-to-open MBTA Green Line Lechmere Station, and situated along the community multiuse path and new raised, separated cycle tracks along Monsignor O'Brien Highway. In addition, a community cycle center, connected to the new REI store, will be accessible to all and will serve as a convenient place where cyclists can use public lockers and shower rooms. Those needing further assistance and expertise can stop into REI and connect with a certified bike tech. REI Co-op will also be directly across from The Shed at CX, now home to Will Gilson's multiple restaurants The Lexington, Café Beatrice and Geppetto, and soon Lamplighter CX, a craft brewery and taproom.

This summer, CX will welcome the community back for exciting outdoor neighborhood events, including CX Fit, CX Summer Nights, and CX Movie Nights to start. Additionally, Gilson's team will revive their highly successful pop-up, The Lexington at the Picnic Grove, offering even more al fresco dining options for guests to enjoy.

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