



## **Once Upon A Child and Now and Forever open at DiMarco Group's Baytowne Shopping Center**

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One of the nation's largest retailers for children's second-hand fashions, Once Upon A Child, and Rochester's one-stop shop for customizable accessories, Now and Forever, are now open at DiMarco Group's newly renovated BayTowne Shopping Center. Once Upon A Child and Now and Forever are the latest additions to the shopping center's 500,000 s/f of retail space located at 1900 Empire Blvd.

BayTowne is Once Upon A Child's second Rochester location, bringing its brand name children's products to the Eastside of the city.

Now and Forever's BayTowne store represents its first retail location in the city. Offering customizable keepsakes and accessories the family-owned business opened its doors March.

Upgrades at BayTowne have taken shape over the past two years, renovations include a recently opened street of shops which connects the existing shopping center to where a newly constructed Wal-Mart Supercenter will eventually be located.

Additional enhancements include new facades and a new entry into the shopping center from nearby Brandt Point.

Once Upon a Child and Now and Forever join current BayTowne tenants such as Planet Fitness, CVS, The UPS Store, DiBella's, McDonald's and others. Additional leasing opportunities at the shopping center are available.

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