



**Tech company partners with H.G. Hill Realty Company to help reduce traffic, ease parking**

***Hytch ride-sharing program launched at Hill Center Brentwood***

**BRENTWOOD, Tenn. – June 14, 2017 – [Hytch LLC](#)**, a technology company dedicated to reducing traffic and easing congestion in the greater Nashville region, has partnered with [H.G. Hill Realty Company](#) to offer its ridesharing program at [Hill Center Brentwood](#).

The ridesharing app offers free, easy-to-use technology to help commuter employees locate, meet and reward other drivers traveling in the same direction at corresponding times. Hytch users review profiles and ratings of both drivers and riders, chat with prospective matches, arrange to share the cost of the commute, and more, using their smartphone.

“Hill Center Brentwood was designed as a walkable lifestyle center with access to green space, parks and recreation, and connectivity to additional retail and restaurant options,” said H.G. Hill Realty Company Chairman and CEO, Jimmy Granbery. “Adding this commuting program fits well with our desire to encourage alternative transportation options for employees.” In addition to free parking for employees at the center, there are on-site bike racks and two charging stations for electronic vehicles.

H.G. Hill Realty Company is supporting the six-month pilot program by offering participating employees transportation reimbursement incentives of up to \$50 per month. There are also two dedicated parking spots in Hill Center Brentwood’s parking garage for Hytch drivers.

“Nashville has a traffic problem - a car centric problem that needs a car centric solution,” said Hytch Co-Founder and CEO Mark Cleveland. “Thought leaders are also action takers. It’s time to reward people who share the ride. Working with H.G. Hill Realty Company we can get two people in the car - it’s our only goal!”

**About Hytch LLC**

Based in Nashville, Tenn., Hytch is a people-matching service and smartphone application that brings old-fashioned carpooling into the digital age. Winner of the Nashville Area Metropolitan Planning Organization (“MPO”) INNOVATION Award for 2016 and finalist for the Nashville Technology Council “Innovator of the Year” Award, Hytch offers a free, easy platform for both iOS and Android devices. Riders use the app to contribute to a driver’s cost of gas on a voluntary basis. Co-founders are Mark Cleveland, Robert Hartline and Chase Geiser. For information on the first true ride-sharing app in Tennessee, visit [www.hytch.me](http://www.hytch.me) and follow @HytchMe (#HytchMe).

### **About Hill Center Brentwood**

Hill Center Brentwood is a mixed-use lifestyle center featuring office space and a variety of national, regional, and locally owned retail and dining options, including several that are new to the Nashville area. For more than 30 years, Hill Center Brentwood has been a Williamson County shopping destination, offering a mix of local and national retailers including The Fresh Market, The Puffy Muffin, Hot Pink, Pear Tree Avenue, REI, Starbucks, Chipotle, and more. H.G. Hill Realty Company, a family-owned company for six generations, added to the property's footprint with a \$211 million mixed-use development spanning 17-acres at the prominent intersection of Franklin Road and Maryland Way. As the company's largest project in its 120-year history, the development will consist of 600,000 square feet of office, retail, and restaurant space in 10 buildings once fully developed. The first restaurants and retail stores at the expanded center opened in fall 2016, with additional openings in 2017. The mix of restaurants, shops, office, and amenities create a true town center for the city of Brentwood as well as a sense of place to be enjoyed by the entire community. Learn more at [HillCenterBrentwood.com](http://HillCenterBrentwood.com).

### **About H.G. Hill Realty Company LLC**

Since 1895, H.G. Hill Realty has built a legacy of service and stewardship in Middle Tennessee. Following the success of H.G. Hill Food Stores, H.G. Hill, Sr. incorporated the H.G. Hill Realty Company in 1926 and placed most of the property he had acquired over the years into the Realty Company. When H.G. Hill, Jr. took the helm in 1942, he continued the tradition of acquiring and developing property during his 51 years as president. It was during Hill, Jr.'s tenure that the idea of neighborhood shopping centers became popular, and the company began to develop a number of centers in the Nashville suburbs, each of which was anchored by an H.G. Hill Food Store. For more information, visit [hghill.com](http://hghill.com).

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