**Ecommerce Retailer Moves to Downtown Minneapolis**

MINNEAPOLIS -- On May 4, Bellacor Inc., an online-only lighting and home furnishings retailer, moved its headquarters to the historic McKesson Building in the Minneapolis Warehouse District.

Bellacor.com, based for 15 years in the Twin Cities and most recently in Mendota Heights, will occupy the entire sixth floor at 251 1st Ave. North. The company currently employs 68 people, and the new space provides ample space for growth. After two months of renovation, Bellacor's top-floor suite was completed in late April.

Day-to-day operations are run out of the 15,000-square-foot Warehouse District site. The company also occupies warehouse space in Eagan.

Brenda Boehler, Bellacor CEO, said the more centralized Metro location is ideal for the current staff, and she believes the new location will increase the retailer's recruiting footprint.

"We rebranded last year, and our tagline is 'Home is a Life in Progress,'" said Boehler, who has been with the company since last April. "We're always working to help people make their homes a little bit better today than yesterday. We think this new home is a big step forward in the growth of Bellacor, surrounded by the entrepreneurial spirit of the Warehouse District."

Formerly called the Lyman-Eliel Drug Company Building, the McKesson Building is listed on the National Register of Historic Places as a contributing member of the Minneapolis Warehouse Historic District. Built in 1892, the brick brownstone is now home to Bellacor.com, a fast-rising eCommerce company. The privately held company joins an impressive list of technology start-ups and thriving digital media companies that call the Warehouse District home.

With more than 500,000 hand-selected products, from the finest designers and craftspeople in the industry, Bellacor stands tall in the world of lighting and home furnishings. Since 2000, the e-tailer has partnered with consumers passionate about home. Bellacor Professional, an exclusive service offered to designers, contractors and trade pros, is also located at the new location.

The new office showcases a myriad of innovative products and trend-forward lighting solutions. These items work well in both commercial and residential spaces, and are also sold on Bellacor.com.

For more information call Douglas Kaid at 651-294-2583 or email him at dkaid@bellacor.com. Or visit Bellacor.com or BellacorPro.com to view the online assortment.