

Press Release

FOR IMMEDIATE RELEASE

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Retirement Association Names 50+ Award Winners

Charlotte, NC (October 1, 2008) – Splendido at Rancho Vistoso Retirement Community of Tucson, AZ and operated by Mather Lifeways, was recognized as among the best of the best in the 50+ and senior housing industry by winning the Gold Award for Best Overall Active Adult/Retirement Community. The award was presented at the annual NARA Business Summit in Myrtle Beach, SC.

Splendido edged Del Webb's Sun City Carolina Lakes, a successful 55+ active adult community in Lancaster County, just south of Charlotte, NC.

"It is obvious that Splendido has set a high standard of serving mature consumer with a comprehensive activity program as well as a carefully-designed and thought-out housing development," said NARA Executive Director Dan Owens. "The entries knocked our socks off....the industry is meeting the dynamic "boomers and beyond" market with creativity and excellent attention to lifestyle," said NARA Awards Judge Terrence Llewellyn.

Other winners in the annual awards program were:

Best Overall Active Adult/Retirement Community

Gold Award – Splendido at Rancho Vistoso, Tucson, AZ

Silver Award – Del Webb's Sun City Carolina Lakes, Fort Mill, SC

Best Large Active Adult/Retirement Community

Gold Award – Splendido at Rancho Vistoso, Tucson, AZ

Silver Award – Del Webb's Sun City Carolina Lakes, Fort Mill, SC (Tie)

Silver Award – The Palace at Weston, Weston, FL

Bronze Award – Riverside Club, American Land Lease, Ruskin, FL

Best Small Active Adult Community

Gold Award - The Chamberlin, Hampton, VA

Silver Award – Bella Sera Villas, Matthews, NC

Best Proposed Active Adult/Retirement Community

Gold Award – Merrill Gardens, Seattle, WA

Silver Award – Bella Sera Villas, Matthews, NC

Best Proposed Clubhouse/Community Center

Gold Award - Bella Sera Villas, Matthews, NC

Best Clubhouse/Community Center

Gold Award – Oak Hammock (Praxeis), Gainesville, FL

Silver Award – Glenridge (Praxeis), Sarasota, FL

Bronze Award – Palace at Weston, Weston, FL

Best Proposed Continuing Care Community

Gold Award – The Mather (Mather Lifeways), Chicago, IL

Silver Award – Westcott Lakes (Praxeis), Jacksonville, FL

Best Continuing Care Retirement Community

Gold Award – Glenridge (Praxeis), Sarasota, FL

Silver Award – Splendido at Rancho Vistoso, Tucson, AZ

Bronze Award – Oak Hammock (Praxeis), Gainesville, FL

Best Home Design

Gold Award – Bella Sera Villas, Matthews, NC

Best Amenities in an Active Adult/Retirement Community

Gold Award – The Palace at Reston, Reston, FL

Silver Award – Del Webb's Sun City Carolina Lakes, Fort Mill, SC

Best Community Brochure

Gold Award - Mather Lifeways for The Mather, Chicago, IL

Silver Award - Walker Advertising for The Cardinal at North Hills, Raleigh, NC

Bronze Award - Walker Advertising for The Cardinal at North Hills, Raleigh, NC

Best Direct Mail Piece/Overall Direct Mail Campaign

Walker Marketing for Cascades at Verdae, Greenville, SC

Walker Marketing for Cascades at Verdae, Greenville, SC

Walker Marketing for The Cardinal at North Hills, Raleigh, NC

Best Website

Gold Award - B. Sheppard for Sun City Charleston, Charleston, SC

Silver Award - Walker Marketing for Cascades at Verdae, Greenville, SC

Bronze Award - Walker Marketing for The Cardinal at North Hills, Raleigh, NC

Best Black and White Print Advertisement

Gold Award - Walker Marketing for Cascades at Verdae, Greenville, SC

Best Color Print Advertisement

Gold Award - B. Sheppard for Sun City Charleston, Charleston, SC (Tie)

-Walker Marketing for Cascades at Verdae, Greenville, SC (Tie)

Silver Award - B. Sheppard for Sun City Charleston, Charleston, SC (Tie)

-Walker Marketing for The Cardinal at North Hills, Raleigh, NC

Best Promotion/Event

Gold Ward - Walker Marketing for The Cardinal at North Hills, Raleigh, NC

Silver Award - B. Sheppard for Sun City Charleston, Charleston, SC (Tie)
-Walker Marketing for Cascades at Verdae, Greenville, SC (Tie)

NARA is a fast-growing, ten-year-old business trade group for America's top professionals involved in building for, marketing to and serving the "50 and beyond" age group. (www.retirementlivingnews.com).

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