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For more information contact:
Graham & Associates
Kate Rapson or Kelly Schwarze
Frontporch@graham-associates.com
(415) 986-7212



Front Porch Sweeps Awards at National Association of Home Builders 50+ Housing Council

Nine Awards Recognize Two New Front Porch Communities, Regional Print Advertising and Marketing Collateral

Burbank, Calif. May 21, 2009 – Front Porch, one of California’s largest non-profit providers of senior living communities, was honored with nine awards by the 2009 National Association of Home Builders (NAHB), 50+ Housing Council. The annual awards program recognized excellence and innovation in the design, development and marketing of housing for the mature market.

“Communities for the mature market continue to evolve and better reflect the needs and wishes of their residents,” said Lee Ratta, senior vice president of organizational advancement at Front Porch. “We are thrilled to receive this level of recognition for our commitment to creating vibrant and innovative communities for older adults.”

[Walnut Village](#), a full-service retirement community opening this fall, received Gold in the “Best Small (up to 200 units) Continuing Care Retirement Community (CCRC) On the Boards” category and Silver for the “Best Direct Mail Campaign for a 50+ Housing Community.” A Front Porch Community, Walnut Village is being developed by Front Porch Development Company, the real estate development partner of [Front Porch](#).

[Luma](#), a beachfront active adult living community opening this fall in Nuevo Vallarta, Mexico, was honored with a Silver in the “Best Active Adult Community On the Boards (up to 500 homes)” category. The marketing and advertising campaign for the community received four awards, including:

- Gold in the “Best Web Site for a 50+ Housing Community” category;
- Gold in the “Best Print Advertising for a 50+ Housing Community” category for Luma’s “Your Dream to Retire Here” campaign;
- Silver in the “Best Brochure for a 50+ Housing Community” category;
- Silver in the “Best Print Advertising for a 50+ Housing Community” category for Luma’s “If Your Soul Came with Directions” campaign.

Luma is being developed by Front Porch Active Adult Communities LLC (part of the Front Porch family of companies).

Front Porch was also honored for regional print ad campaigns and include:

- Gold in the “Best Print Advertising for a 50+ Housing Community” category for the Front Porch campaign “Next”;
- Silver in the “Best Print Advertisement for a 50+ Housing Community” category for the “Home” campaign.

The NAHB’s 50+ Housing Council, the Best of 50+ Housing Awards is the premier design and marketing competition for the senior housing industry. The panel chose winners from nearly 300 total entries in more than 40 categories.

About Front Porch

Based in Burbank, California, Front Porch is comprised of Front Porch Development Company, which provides real estate development services; Front Porch Active Adult Communities, LLC; Front Porch Communities and Services; and CARING Housing Ministries, an affordable housing management company.

Dedicated to enhancing the lives and lifestyles of older adults, Front Porch creates communities that “celebrate the art of the individual.” Each community has a unique style with a broad range of choice and service, offering each resident the opportunity to “live life their way.” Front Porch believes in the importance of developing communities that are economically sound, environmentally responsible and supportive of community spirit.

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