



**FOR IMMEDIATE RELEASE**

**Media Contact:**  
**Justin Conrad**  
**[jconrad@tuckerhall.com](mailto:jconrad@tuckerhall.com)**  
**(813) 228-0652 x111**

## **Connerton's Welcome Center Opens Doors**

### *Advanced Online Registrants Get First Look At Rose Cottage*

**TAMPA, FL** (October 3, 2005) – Early Saturday morning cars began driving in one after another up Connerton Boulevard entering into the area's only "New Town." The first sights of many drivers and their passengers were freshly landscaped medians and sidewalks, model homes on the right and a uniquely distinctive building ahead of them. That building, Connerton's welcome center, is known as the Rose Cottage and it's now open for business.

Throughout the day, about 500 visitors took first glimpse of all Connerton will have to offer. Many of those visitors began the day passing through the Rose Cottage, complete with brightly lit versions of the community's site plan, plasma screen televisions with looping videos of the amenities, nature trails and an assortment of builder information.

"The opening of our Rose Cottage culminates a huge amount of planning and execution, but it also signifies an entirely new beginning," said Stew Gibbons, vice president/general manager of Terrabrook, the developer of Connerton. "Today is about giving back to all those who have expressed interest in Connerton while sharing in their excitement of being able to walk through our community, visit with others as well as see model homes."

**Westfield Homes, Inland Homes, Morrison Homes, David Weekley Homes, Arthur Rutenberg Homes** and **Costanza Homes** showcased a total of eight model homes on Saturday. Each model was fully-staffed by sales associates to answer questions, distribute information and provide tours of the homes' layout. Six models were found in close proximity to the Rose Cottage, while an old-fashioned street car trolley brought visitors to the two remaining models.

The trolley accentuated the parade-style celebration that featured a unicyclist, yo-yo artist, face painter, and a number of street vendors giving away items such as hotdogs, wrap sandwiches, ice cream, balloons and cool drinks.

"The feel Connerton represents a hometown atmosphere that not only welcomes you, but invites you to stay, relax and enjoy your surroundings," added Gibbons.

Connerton is a 4,800 acre mixed-use master planned community in Central Pasco County, and the only “New Town” currently under construction in the greater Tampa Bay area. In total, there are approximately 8,500 residential units planned with over 3 million square feet of commercial space for office, retail and industrial uses. All builder designs and floor plans will be exclusive to Connerton. To visit the Rose Cottage, call (813) 995-2460 or go to [www.connerton.com](http://www.connerton.com) for more information.

# # #