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## **Connerton Recognized with Three Sales and Marketing Awards of Excellence from the Tampa Bay Builders Association**

**TAMPA, Fla.** (November 26, 2005) – The Tampa Bay Builders Association’s Sales and Marketing Council honored Connerton with three Awards of Excellence for 2007. They received awards for *Best Overall Campaign*, *Best Billboard for a Developer* and *Best Four-Color Ad for a Developer*.

“We are very honored to have been recognized by the Tampa Bay Builders Association with these prestigious awards,” said Stewart Gibbons, president of Connerton. “Being awarded by our peers in the industry is a wonderful compliment.”

The awards were presented at the Awards of Excellence Entry Banquet on Nov. 13 at the Tampa Bay Performing Arts Center. Each award was based on several criteria, including originality, concept, layout, creative strategy, target marketing, overall design and execution.

“This recognition is a testament to our excellent marketing team and The Motta Company,” said Lorrie Glover, Connerton’s director of marketing.

The Awards of Excellence honors builders, real estate agents and on-site sales associates who make major contributions to the residential home building industry through superior, innovative and creative merchandising.

### **About Connerton**

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, approximately 8,500 residential units are planned with more than 3 million square feet of commercial space for office, retail and industrial uses. The Arbors, the first village in Connerton, is nearly sold out. Village Two, the Gardens, is now selling.

The community currently features amenities including a Village Center with a Publix Super Market, banks and other convenient shops and services; and walking trails, boardwalks, neighborhood parks and conservation areas. Club Connerton, the town’s recreational activity center is under construction and will include a fitness and aquatics complex, an amphitheatre,

tennis courts and more. A hospital, medical offices, a regional park and three schools and a town center are also planned.

For more information on Connerton, call (813) 995-2460 or visit [www.connerton.com](http://www.connerton.com).

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