



EAST BEACH

A Simple Life on the Chesapeake Bay

FOR IMMEDIATE RELEASE

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ST. JUDE *DREAM HOME*® TICKETS GO ON SALE JANUARY 9 \$100 reserves a chance to win \$700,000 luxury home in East Beach, Norfolk

NORFOLK, Va. – (January 2007) – Want to cure children with cancer and win a new Dream Home in 2007? Your chances may be just one in 11,000. St. Jude Children’s Research Hospital has teamed up with East Beach in Norfolk for its annual St. Jude *Dream Home*® Giveaway. The \$100 tickets qualify the holder to take a chance on winning the Dream Home or other prizes including jewelry and shopping sprees.

The first tickets are available Jan. 9 at kick off events at Towne Bank, 109 Main Street in Norfolk from noon to 2 p.m. and at the East Beach Bay Front Club, 4550 East Beach Drive, Norfolk from 5 to 7 p.m. Both events are open to the public. After Jan. 9, tickets can be reserved at any Towne Bank location in Hampton Roads or at the East Beach Company office at 4487 Pleasant Ave., Norfolk.

The lucky winner will be selected during a live drawing on April 15 on WTKR Your News Channel 3 from 6 to 9 a.m. And for those who want to get a preview, tours of the Dream Home will begin in early March to April 14. For more information, visit eastbeachnorfolk.com, stjudedreamhome.org or call 757-333-6650.

With land donated by East Beach Company, LLC, the Dream Home is generously being built through donations by the East Beach Builders Guild led by Casa Builders, their sub contractors and vendors. The home will comprise 2,470 square feet with three bedrooms, three and a half baths and a detached garage. The home is situated at 9524 28th Bay Street in East Beach.

The St. Jude *Dream Home*® Giveaway is held in communities across the country to raise awareness and funding for St. Jude Children’s Research Hospital, one of the leading pediatric cancer research centers in the world. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. No family pays for treatment that is not covered by insurance, and families without insurance are never asked to pay. St. Jude is financially supported by ALSAC, its fundraising organization. For more information, please visit www.stjude.org.

East Beach is situated on 100 acres along the Chesapeake Bay in Norfolk. Surrounded by water, the neighborhood is fashioned after classic Southeastern seaboard coastal villages. The master plan (developed by Duany Plater-Zyberk & Company) for this \$400 million development includes 700 residences, neighborhood restaurants, boutique shops, a Bay Front Club and offices. Public space, walking paths and bay front greens enhance the vistas and create open spaces for the beachfront community. Boating, fishing and water sports of all types are steps away from the neighborhood. East Beach is a unique initiative between the developers, East Beach Company LLC, the City of Norfolk and Norfolk Redevelopment & Housing Authority. East Beach was named the 2006 Community of the Year by the Tidewater Builder’s Association.

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