

*FOR IMMEDIATE RELEASE:*

CONTACT:

Patrick McCabe  
Firsthand Knowledge, LLC  
(610) 316-5667 phone  
(800) 811-3021 fax  
pmccabe@firsthandknowledgecorp.com

## **HOME BUILDER CONTINUES GROWTH**

(OPENING ANOTHER NEW COMMUNITY, TRADITIONS OF AMERICA ASKS, “WHAT RECESSION?”)

**Mount Joy, PA** – April 16, 2010 – Traditions of America, the Leader in Active Adult Lifestyle Communities, announces plans for a celebration and festivities surrounding the Grand Opening of the company’s newest community for people 55+. A weekend of events April 23 – 25 will welcome guests as Traditions of America at Mount Joy unveils three new and award-winning models with ease of living on one level.

The planned events are the next chapter in a period of tremendous success for the builder. While Mount Joy may be new to the Lancaster area, the established company has a history of surprising growth. Traditions of America at Mount Joy represents the company’s fifth new community opened in two years. “The unique nature of our Lifestyle Communities, coupled with the value and quality that we offer, has enabled us to ride out the recession with little negative impact,” reports Traditions of America Principal, Timothy McCarthy. “While other homebuilders have been forced to aggressively sell off assets, we’ve consistently added to our community portfolio,” he adds. It appears the company is taking its newest hometown by storm - dozens of buyers in Mount Joy have been willing to purchase even before models were completed.

Opening events will begin with a ribbon cutting ceremony Friday, April 23. Company owners have invited community dignitaries and elected officials, who will cut the ribbon. “We’re incredibly excited to officially debut Mount Joy and allow the Lancaster area to see what a Traditions of America community offers,” says McCarthy. “This is typically one of the most exciting events for our homeowners and prospective buyers.”

-more-

## **BUILDER'S CONTINUED GROWTH (page 2)**

Festivities will continue throughout the weekend. On Saturday, April 24 and Sunday, April 25, models will be open to the public. Each home offers a luxurious first-floor Master Suite, and at least one additional bedroom and full bath on the first floor. All models include the option for a second floor, and each offers truly carefree living, with no exterior maintenance needed.

Equally exciting for invited guests and the general public will be a tour of the community's amenities package, anchored by the magnificent 6,000 square foot clubhouse. Among its features are a heated pool, fitness center, full kitchen and bar for entertaining and catering, large billiards room, card and craft rooms, and a grand room which can be used for dancing, meetings, parties, or other events. "With all amenities already in place, future residents will be treated to a glimpse of the resort-like lifestyle that awaits them as quickly as they can settle on their new home," beams McCarthy.

### **CONTACT:**

Patrick McCabe  
Firsthand Knowledge, LLC  
(610) 316-5667 phone  
(800) 811-3021 fax  
pmccabe@firsthandknowledgecorp.com

Traditions of America is based in Radnor, Pennsylvania. It has a successful 20-year track record of developing award winning Lifestyle Communities and building the finest maintenance free homes for people age 55 and better. Nationally recognized as a leader in this growing industry, the firm has built communities in Pennsylvania, New Jersey, and Delaware. Traditions of America is currently selling homes in five Pennsylvania communities – Liberty Hill (State College area), Hanover (Lehigh Valley), Silver Spring (Harrisburg Area), Mount Joy (Lancaster area) and Liberty Hills (Pittsburgh area).

###