

News Release

March 11, 2011



Leduc's 'Build With Us' success continues in 2011

– New-home industry and municipal leaders collaborate to attract new residents

The City of Leduc and 10 residential builders/developers have launched the second-annual Build With Us (BWU) campaign to promote Leduc as a preferred and affordable community for new homebuyers.

BWU is a unique partnership marketing life in Leduc; Leduc's unique connections to land, air and rail; and the best in Alberta's homebuilder industry. This year's BWU theme is: *The dream is alive and it's living in Leduc.*

"Leduc is a vibrant, safe and progressive community with many great amenities to offer residents, current and new," says Leduc's Deputy Mayor Dana Smith. "Build With Us is truly beneficial to highlight the best of what Leduc has to offer, while showcasing top-quality homebuilders and land developers proudly doing business in Leduc."

"Build With Us is also about highlighting Leduc's comfortable living and our focus on families," says Ken Woitt, director of planning with the City of Leduc. "Leduc clearly offers more value for the dollar, just minutes from Edmonton."

BWU 2011 includes the following developers and homebuilders; Dolce Vita Homes, Encore Master Builder, Greenboro Homes, Jacobs Construction Ltd. – Custom Built Homes, SherBilt, Melcor Developments, Jayman MasterBUILT, Maclab Enterprises, Qualico Communities, and Tamani Communities.

This BWU campaign will target Edmonton and region homebuyers with multimedia messages about the many benefits of living in Leduc. The \$238,000 campaign began in February and will end in late October.

For more information, call (780) 980-7177 or visit buildwithusleduc.com

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