



EAST BEACH

A Simple Life on the Chesapeake Bay

FOR IMMEDIATE RELEASE

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BIG BROTHERS BIG SISTERS RECEIVES MORE THAN \$25,000 IN PROCEEDS FROM COASTAL LIVING IDEA HOUSE AT EAST BEACH

NORFOLK, Va. – (February 2006) – East Beach Company LLC, the developers of East Beach in Norfolk, presented Big Brothers Big Sisters of South Hampton Roads a check in the amount of \$25,884.51 from proceeds raised during the *Coastal Living 2005 Idea House* home tour.

One of the East Beach homes located on the Chesapeake Bay was selected by *Coastal Living* magazine to be its 2005 Idea House. The house was open to the general public from August to December. Big Brothers Big Sisters provided volunteers to staff the home throughout the tour.

“We are very pleased to exceed even our initial projections both in terms of visitors and revenues generated from the home tour,” says Bart Frye, managing partner with East Beach Company. “The response was overwhelming, and we are proud to make this contribution to such a worthwhile community organization.”

This was the first time *Coastal Living* selected a home in Virginia to feature as an Idea House. Idea Houses are designed to inspire—from architectural elements, color palette, fabric patterns to the furniture and accessories that make it a home. The East Beach house was featured in more than 30 pages of the magazine’s November issue.

East Beach, Virginia’s new waterfront village, 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 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. For information, visit www.eastbeachnorfolk.com or call 757-333-6650.

The mission of Big Brothers Big Sisters of South Hampton Roads is to make a positive difference in the lives of children and youth primarily from single parent families, through professionally supported one-to-one relationships with a caring adult mentor, who can assist them in achieving their highest potential as they grow to become confident and responsible individuals. For more information, visit www.bbbsfshr.org.

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Photo Caption:
Big Brothers Big Sisters of South Hampton Roads president Mark Llobell (far left) accepts check from Bart Frye, managing partner of East Beach Company LLC and Rock Bell, general manager, along with Lisa Cook, BBBS executive director.