

SANTA COMES TO SHORELANDS



From left to right, Santa's helper, Santa, Whitby mayor Pat Perkins, Maryam and Nargues Mansouri of Liza Communities, councillor Shirley Scott and councillor Lorne Coe

Liza Communities started celebrating the holidays a little bit early this year at their Shorelands presentation centre in Whitby, as they “didn’t want to waste anytime celebrating the season of ice and snow at Canada’s greenest new townhome community,” explained Liza’s director of marketing and sales Nargues Mansouri.

In what has become something of a Christmas tradition for Durham Region, Liza Communities hosted their annual food and toy drive campaign – a day of giving and receiving for hundreds of local families.

With an appearance by the jolly old man himself, the support of the local O.P.P., and their friends and partners at radio station KX 96 New Country, Liza’s staff, family members and friends joined community members to support the O.P.P.’s “Stuff the Cruiser” charity toy and food drive.

With an overwhelming generosity of spirit, and a passion for helping people in need, the Shorelands presentation centre was filled with guests who contributed non-perishable food items and unwrapped toys to the campaign.

As a result, the OPP cruiser onsite was filled to the bumpers with donated goods.

“Liza Communities has always been a builder that gives back to the community,” Mansouri says. “We sponsor many events and festivals throughout the year, but Christmas is a special time that needs a special commitment. We’ve made this event one of our most significant charitable efforts, and it’s become a special day for the community and our family.”

All donations from the event are directed to the Settlement House in Oshawa, an organization that distributes food and gifts to needy families throughout the community.

“Last year, Liza Communities was a big contributor to the Settlement House, which distributed Christmas

hampers to over 900 families,” Mansouri says. “Our annual holiday event also supports the Salvation Army’s Million Penny Toy Drive. This fundraiser, which encourages people visiting any of our sales centres to drop off their [unwanted] pennies, raised over \$12,000 last year – amazingly, almost all from simple donations of loose change.”

Inside the holiday-themed sales centre, guests were tempted with holiday-themed treats, given a gift and were encouraged to pose with Santa for a picture.

While the Shorelands presentation centre was filled with visitors for Santa’s arrival, overflow crowds have been common, as buyers have responded positively to this new and innovative approach to sustainable residential community development.

Of course, Shorelands is just one of the award-winning communities Liza Communities is building in Durham Region, and just one of the projects giving back this holiday season. The Liza teams at Folkstone, Heritage Village and Horizons are also in the holiday spirit as they are joining their colleagues at Shorelands collecting pennies, non-perishable food items and new, unwrapped toys through the month of December. Visit these fabulous communities this week for your chance and take advantage of incredible savings on inventory homes and designer-decorated models. With only a few available per community at “too-good-to-be-true” prices, it’s an opportunity that’s simply too good to pass by.

“With the enthusiastic support of our teams across Durham, and the tremendous generosity of the community, we are poised to help a lot of people have a happier holiday this year,” Mansouri says.

To help Liza Communities bring happier holidays to people in need, or to learn more about any of their fabulous new communities in Durham Region, please visit www.lizacommunities.com.