

SITE STORY

Bringing the holidays home

Last weekend, Liza Communities launched “Stuff the Cruiser” – a food and toy drive campaign that played host to close to 200 people. For four years, Liza Communities has been bringing Christmas to those in need within the Durham community, and this year’s event was more successful than ever.

“We had a terrific turnout, and everyone brought food and toys that they stuffed inside an OPP cruiser,” says Nargues Mansouri, director of sales and marketing for Liza Communities. “The donations were so generous that we had to start filling an OPP trailer, as well.”

The Stuff the Cruiser event took place at Liza’s Shorelands presentation centre in Whitby. Festivities included refreshments, a visit by Santa and live coverage by KX96 New Country. Children received a gift and had their pictures taken with Santa. Visitors brought non-perishable food items and/or unwrapped toys, as well as unwanted pennies for the Salvation Army’s Million Penny Toy Drive.

“All proceeds go to Settlement House, which distributed Christmas hampers to over 900 families last year,” Mansouri says. “Also, Liza Communities’ participation in the Penny Drive helped raise \$12,000.”

Those who missed last weekend’s event can still participate by dropping off toys, food and pennies at any of Liza Communities’ sales centres. “We are accepting donations right through to December 23 and encourage everyone to participate in such a worthy cause,” Mansouri says. “For this year’s Penny Drive, our goal is to collect \$15,000, and we’d like to distribute even more Christmas hampers.”

Liza’s Stuff the Cruiser launch was also an opportunity to visit the Shorelands presentation centre, which was beautifully decorated for the holidays. Located next to the Whitby Harbour, Shorelands is Liza’s newest offering and Canada’s first LEED townhome community. In addition to the construction of energy-efficient homes, the LEED standard encompasses a wide range of exacting criteria. The stringent requirements ensure best green practices, both

within homes and within the community at large, for greater environmental sustainability.

In keeping with the eco-friendly features of Shorelands, Liza Communities is currently offering a special “Take the GO on us for a Year” promotion. Residents enjoy free GO service (on closing), which is valued at approximately \$2,500.

The first phase at Shorelands features brand new home designs, including 49 three-storey Street Townhomes. These homes are priced from \$249,990, with floor plans ranging from 1,500 to 1,700 square feet. Stacked Townhomes are available in studio, two-storey and two-storey-with-loft designs from 540 to 1,200 square feet, with prices starting at \$169,990.

“Since Shorelands opened, sales have been very strong,” Mansouri says. “People love the fact that this is a LEED community, but they are also impressed with the home designs. The floor plans are very open, which you don’t often see for stacked townhomes. Kitchens face windows, for an abundance of natural light, with some entrances are being at grade.”

Shorelands joins Liza’s other family-friendly communities, including Folkstone, Heritage Village and Horizons. Visit these fabulous communities this week for your chance to 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.

“Liza Communities has always been a builder that gives back to the community,” Mansouri says. “We sponsor many community events and festivals throughout the year. Christmas is a special time, and it’s important to help those who are less fortunate. This is a tradition that is an important part of our involvement with the community.”

Contributions to the food, toy and penny drive can be dropped off at all four presentation centres. For locations and hours, visit www.lizacommunities.com.

–Liza Communities



Santa and his helper are joined by Whitby Mayor Pat Perkins, along with councillors Shirley Scott and Lorne Coe and Liza Communities VP of condo development, Maryam Mansouri, and sales and marketing director, Nargues Mansouri.

