

FOR IMMEDIATE RELEASE  
OCTOBER 27, 2005

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### **North Carolina Home Builders Association Honors Bedford at Falls River with Four STARS Awards**

RALEIGH, N.C. – Wake County’s top selling new home community, Bedford at Falls River, has been awarded four NCHBA STARS Awards. Bedford, a Wakefield Development Company community, took home awards for best newsletter, best TV commercial, best sales office and best website.

“We strive to reflect the level of dedication we put into designing Bedford not just in the community itself, but in all the components that represent Bedford at Falls River and Wakefield Development Company,” said Dawn Forrest, director of marketing for Wakefield Development Company.

The website, [www.BedfordTradition.com](http://www.BedfordTradition.com), is continuously updated with the community’s inventory of available homes, and subscribers can be alerted about inventory updates via email. Bedford’s award-winning community newsletter has also been made available via email to those registered on the website.

The North Carolina Homebuilders Association (NCHBA) STARS Awards took place during the 21st Century Building Expo & Conference on Thursday, September 15, 2005 at the Westin Hotel in Charlotte. The awards show recognizes home building, sales and marketing professionals throughout North Carolina, and celebrates the outstanding achievements of the industry’s builders, Realtors, on-site salespeople, and media and advertising professionals. The event showcased the work of the finalists in 36 categories through an educational, idea-rich, multi-image presentation.

#### **ABOUT BEDFORD AT FALLS RIVER**

Bedford at Falls River, a Wakefield Development Company community, revives the traditional neighborhood setting and atmosphere while combining modern conveniences of today’s homes. For more information about the community, please visit [www.BedfordTradition.com](http://www.BedfordTradition.com), call 919-792-0100, or visit the Welcome Center at 4390 Falls River Ave., Raleigh, NC 27614.

#### **ABOUT WAKEFIELD DEVELOPMENT COMPANY**

Wakefield Development Company is the Triangle's largest developer of residential communities, with a portfolio that includes over 14,000 home sites. In addition to the 2004 NCHBA Community of the Year, Bedford at Falls River, the company has six other communities under development across the Raleigh-Wake County market, including Wakefield Plantation, Eagle Ridge, Edgewater, Cornerstone, Delta Ridge and Twin Lakes. Wakefield has also begun development of Mackintosh on the Lake, a new 612-acre community between I-85/I-40 and Lake Mackintosh in Burlington, and will begin development of two new Triangle area communities, Renaissance Park and Twelve Oaks. For more information, call 919-556-4310, visit [www.WakefieldCommunities.com](http://www.WakefieldCommunities.com), or email [info@wakedev.com](mailto:info@wakedev.com).

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