



Bedford at Falls River Shines at 2005 MAME Awards

RALEIGH, N.C. – Bedford at Falls River continues to demonstrate why it was the Triangle's top selling community and NAHB Community of the Year in 2004. Wakefield Development Company, Bedford's developer, swept the 2005 MAME Awards, winning nine times, more than any other community or developer.

"The recognition Bedford received truly emphasizes the level of commitment we've put into making Bedford at Falls River the premier community in the Triangle," said John Myers, President of Wakefield Development Company.

Wakefield Development won awards for a number of categories, stressing some of the aspects that make the community a great place to live and to raise a family. The most prestigious of these awards included Best of the Best: Community Design, which is an award that communities must be chosen for, not a category that can be entered. Bedford also won Best Community Recreation Center and Best Land Plan for a Community Over 300 Homes.

In addition, Bedford won awards for: Best Direct Mail Program; Best Ad for a Newspaper, Tabloid or Magazine; Best Media – Newsletter; Best Mixed Media – Radio Commercial; Best Ad Campaign for Master Planned Community; Best Special Promotion; and Best Community Signage. Along with Bedford's awards, Wakefield Development Company won four awards for other projects in the Triangle area.

The MAME Awards, presented by the Triangle Sales and Marketing Council of the North Carolina Home Builders Association (NCHBA), honor the Major Achievements in Marketing Excellence. The event took place April 1, 2005 at the Embassy Suites in Cary, NC. MAME is the Triangle's largest and most prestigious marketing awards competition in the building and real estate industries.

For more information about Bedford At Falls River, please visit www.BedfordTradition.com, call 919-792-0100, or visit the Welcome Center at 4390 Falls River Ave., Raleigh, NC 27614.

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