

Lakeside property wins industry excellence award

LACONIA — Meredith Bay, the resort-style gated community located on picturesque Lake Winnepesaukee, has announced they took home top honors at the 2011 Homebuilders and Remodelers Association of New Hampshire Cornerstone Awards, an annual event recognizing excellence in the building industry throughout New Hampshire.

Meredith Bay was honored in an overwhelming five categories, which included Most Creative Website; Best Company Image, Best Ad; as well as recognizing the design and build for a Single Family Home between \$500-750k; and Single Family Home over one million.

It was the thrill of victory for Meredith

Bay, taking home the Gold for Best Company Image and Best Ad which recognized the 2010-2011 creative campaign called "Live Where the World Comes to Play." The campaign, which include a series of on-line and print ads that feature vintage-style artwork, focuses on the lakefront community's positioning as the place that's number-one for four-season fun — and pays tribute to the Winnepesaukee area's longstanding history as one of America's favorite vacation spots. To compliment the theme, Meredith Bay created its own brand of "Freshwater Taffy."

"When we created Meredith Bay's new brand image, we chose a nostalgic style of artwork that conjures up those classic

travel posters of the '50s and '60s, and reminds visitors of the summers they spent on the lake as kids with their families and friends," said David DeSmith, marketing director for Southworth Development, LLC in Newton, Mass. "It's bright, colorful, attention-getting and, like Meredith Bay itself, a lot of fun. The artwork translates beautifully into print, online and outdoor media, where it really stands out, and brings a lot of energy to the property's new web site, too."

Meredith Bay also received 2011 Cornerstone Awards for the following: Bronze for Most Creative Website; Silver for Single Family Home between \$500-750k for the Keniston Model; and Bronze for Sin-

gle Family Home over one million for the Stonedam Model.

The HBRANH was founded in 1952 and represents residential building and remodeling interests in New Hampshire. The association advocates for all housing related issues so that Granite State Citizens can enjoy high quality, energy efficient and affordable home ownership. HBRANH members enjoy strong advocacy and professional development opportunities making them the most professional and technically knowledgeable suppliers of building related services to the buying public.

Meredith Bay, a 410-acre master-planned community consisting of 129 single-fam-

ily luxury homes and homesites including 19 newly completed three-story Adirondack-inspired townhomes, the Akwa Marina & Private Beach Club, a community swimming pool, walking trails and tennis courts with US Open regulation playing surface.

Future phases call for the planned development of the community's retail village, a boutique hotel, and an equestrian center. Meredith Bay is owned and being developed by affiliates of Atom Contracting of Bedford, New Hampshire and Southworth Development LLC of Newton, Mass. The Akwa Marina Yacht & Beach Club is owned and operated by Akwa Marina Yacht Club LLC.