



**FOR IMMEDIATE RELEASE**

March 18, 2010

## **InSight wins Gold Georgie® for Hawthorne Corner**

NANAIMO, BC – InSight Developments took home Gold at the 2009 Georgie Awards® Gala on March 13th in Vancouver. A finalist in five categories, the Nanaimo-based developer won a Georgie for its innovative landscape design at Hawthorne Corner, an enclave of seventy-three affordable urban flats and lofts in the heart of Nanaimo’s University District, adjacent to its larger neighbourhood, Hawthorne.

The annual awards competition held by the Canadian Home Builders’ Association of BC recognizes excellence in the province’s housing industry for home construction, renovation, design, development, marketing and sales.

“Our team put a lot of work into Hawthorne Corner, making it a very unique offering for Nanaimo. I’m very proud of what they’ve accomplished and pleased that CHBA has recognized their efforts,” says InSight President Doug Bromage.

Consisting primarily of rock, the seemingly unpromising Hawthorne Corner site was blasted and the rock re-used to tie in with existing landscape features. Trees, native grasses and plants were introduced to bring in an element of nature, successfully transforming the property into a pedestrian-oriented urban village. Winding pathways were designed to mimic the adjoining Hawthorne Community paths that form part of the Trans Canada Trail.

Hawthorne Corner also recently received four national CHBA SAM Awards for Best Website, Project Signage and Logo, Sales Office and overall Marketing Excellence in Canada.

### **About InSight Developments**

InSight Developments, on behalf of InSight Holdings Ltd., has been active in Vancouver Island development since 1993, developing over \$250 million in real estate throughout the Nanaimo region. They began with the 50-acre retirement lifestyle community of Longwood, building and selling 242 homes in five buildings. A sixth, Thornbridge, is slated for completion this spring. InSight’s other projects include Hawthorne, a 56-acre neighbourhood carefully sited around Buttertubs Marsh nature sanctuary; Carmanah, a family-oriented enclave of charming mews-style and single-family homes in the city’s desirable north-end; and Seawalk, a stunning 24-storey, high-rise tower overlooking Nanaimo’s downtown harbour. An ambitious 26-acre community in Parksville is also in early planning stages.

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