



For Media Information:

Pamela A. Keene, APR  
770-965-3340  
pam@bsheppardconsulting.com

### **Del Webb: Winning Team Raises the Bar for Active Adult Living in South Carolina**

Del Webb was talking active adult before it became a household term. In 1960, the company developed its first Sun City community in Phoenix, Arizona, leading the way in housing that's being scooped up by Baby Boomers like ice water on a warm summer day.

"Del Webb communities have long been the first choice among discerning adults 55 and better," said Jon Cherry, South Carolina Coastal Division President for the company. "Del Webb stands for unsurpassed amenities, opportunities for enrichment and spectacular settings -- all within quality built communities offering popularly priced homes."

The company is known as the national leader in creating active adult communities that are abuzz with friendly neighbors, more than 100 clubs and organizations, plus a non-stop stream of activities and events to keep people connected.

"Active adults appreciate a robust lifestyle with a focus on fitness for the mind and body," Cherry said. "Physical fitness is experiencing an increase in emphasis as the Baby Boomer generation continues to move into Del Webb communities, and we're responding with even more programs and opportunities for them to enjoy life as they like it."

A recent lifestyle survey conducted by the company found that more than 77 percent of current and potential residents exercise at least three days per week. As a focus on health becomes central to keeping the costs of a longer lifespan in check, physical fitness has taken center stage for many individuals 55 and older.

"Research has also shown that our residents want to keep their minds active as well," Cherry said. "We offer lifelong learning opportunities and often partner with area colleges to offer classes, plus our community centers have a schedule of enrichment programs from art and crafts to service and community groups."

### **These are Not Your Parent's Parents**

Today's Baby Boomer is worlds different from the traditional retiree several decades ago. Although retired from their first – or in some cases, their second – career, many continue to work full- or part-time, frequently volunteering their time and talents in the community as well.

"The term 'active adult' means just that," Cherry said. "People aged 55 or better have a different outlook on life than that of our grandparents. They want to be engaged, social and

enjoy their time on their own terms. That's exactly the goal in our Del Webb communities, to offer chances to live life to the fullest and pursue dreams with no limitations.”

Each community features a full-time on-site Lifestyle Director to orchestrate and facilitate programming, classes, community organizations and other activities and events according to residents' wants and needs.

### Del Webb in South Carolina

South Carolina has become the new Florida for the aged 55 or better group, those who seek to enjoy life after a full-time career and want to maximize their enjoyment of socializing, meeting new friends and making the most of every minute.

Del Webb has three outstanding communities in South Carolina:

The Haven at New Riverside in Bluffton – a 348-acre community with 500 home sites adjacent to the New River in historic Bluffton.

Sun City Hilton Head -- a 5,200-acre development located in the South Carolina Low County. Started in 1995, Sun City Hilton Head currently has more than 11,000 residents.

Del Webb Charleston – a 360-acre neighborhood located just west of Charleston in Summerville, featuring 1,000 home sites.

### The Del Webb Brand

In 2001, Pulte Homes merged with Del Webb Corp., famous for its Sun City communities and renowned among retirees for building unmatched active adult communities. With about 20 Del Webb active adult communities at the acquisition, Pulte has expanded the Del Webb brand footprint into states outside "traditional" retirement locales and now boasts more than 80 Del Webb communities—making Del Webb the leader in age-restricted, active adult housing. From the Sunbelt to the Snowbelt, Del Webb communities serve all shapes and sizes of people experiencing the next phase of their life.

Under the Del Webb brand, Pulte Homes is America's largest builder of active adult communities. Age restricted to those age 55 and older, Del Webb communities are currently open for sale in 20 states.

For more information about Del Webb, visit [www.DelWebb.com](http://www.DelWebb.com).