



**InterCommunicationsInc®**  
1375 Dove Street, Suite 200  
Newport Beach, California 92660  
(949) 644-7520 Fax (949) 640-5739  
intercom@intercommunications.com

## **Central Valley's Riverstone Takes Gold in 2016 NAHB Awards**

**January 22, 2016 - Newport Beach, CA** – InterCommunications®' client Riverstone, an up-and-coming master-planned community, was recognized with a Gold Award at the prestigious National Sales and Marketing Awards sponsored by the National Association of Home Builders (NAHB - The Nationals<sup>sm</sup>). Gold winners were announced on January 19th at The Nationals Gala in Las Vegas, held in conjunction with the annual International Builders' Show. Now in its 36th year, The Nationals<sup>sm</sup> is the nation's largest awards program honoring the "best and the brightest" in new home marketing and merchandising.

Riverstone Development LLC's winning entry in the category for best "On the Boards Community" is an exciting first step that will help frame InterCom's® creative branding effort in positioning the Central California project. Riverstone is located in the heart of the Fresno Metro path of growth, a prime area in southeast Madera County poised for significant future development. A fully entitled development, the 2,000-acre Riverstone is expected to start selling its first phase of homes this Fall. Receiving this award is just the beginning of what Riverstone has in store for its community. A place for outdoor enthusiasts, Riverstone is just six miles from the San Joaquin River and a mere one-hour drive from Yosemite. The amenities at Riverstone are anticipated to include more than 200 acres of parks and open space reserves, an extensive trail network, and an atypical community clubhouse called The Lodge featuring a one-of-a-kind "deconstructed agrarian industrialism" vernacular. With eight distinct districts, the community will offer 6,578 residential units, anticipated on-site schools, as well as commercial and mixed-use space including office, service and retail.

"Riverstone represents the core of future development in this area of the Central Valley. This project will define a new standard for master-planned communities through its intelligent planning and design in addition to a thoughtful branding program," said Toni Alexander, President and Creative Director of InterCommunicationsInc®. "Winning a Gold Award such as this at the commencement of a project greatly inspires us and sets the stage for success in the years ahead for Riverstone and InterCom®."

Since the NAHB created The Nationals<sup>sm</sup>, InterCom has won 38 Gold Awards and more than 92 Silver Awards across all communications categories.

InterCommunicationsInc® is a full-service branding, marketing and communications company with 32 years of experience in the leisure, lifestyle and real estate industries, including primary homes, second homes in resort communities, hospitality developments, retail/entertainment centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520 or visit [www.intercommunications.com](http://www.intercommunications.com).