



FOR IMMEDIATE RELEASE

May 13, 2011

Media Contact: Pat Lubking
985-630-3015
plubking@mac.com
Becky Bump
757-228-5815
becky@specialassignment.biz

***COASTAL LIVING* SELECTS NORFOLK, VA'S EAST BEACH AS LOCATION FOR 25th ULTIMATE BEACH HOUSE**

New York, NY – May 13, 2011 – *Coastal Living* and East Beach Company, LLC are pleased to announce that East Beach, a traditional neighborhood in Norfolk, Virginia, is the location for the *Coastal Living* 2011 Ultimate Beach House, the 25th of its showcase homes highlighting the style of life on the coast. This year marks the second time *Coastal Living* has selected the picturesque East Beach neighborhood for its show home.

“We are thrilled to return to Norfolk for *Coastal Living's* 25th showcase home, and excited to partner with the developers of East Beach once again,” says Nicole Hendrick, Idea Home Manager, *Coastal Living* magazine.

“By sharing our mutual vision, we continue to develop Norfolk as a jewel of the Atlantic Coast. The great beaches, busy harbor, and traditional neighborhood style of East Beach provide a simple and balanced life. There is no better location to build the new 2011 *Coastal Living* Ultimate Beach House,” says Bart Frye, Managing Partner, East Beach Company.

As the charity partner, the St. Mary's Home for Disabled Children will receive a portion of admission sales. St. Mary's volunteers will oversee tours throughout the season, **July 29 - November 27, Wednesday - Saturday 11 AM -5 PM and Sunday 1 -5 PM**. The Ultimate Beach House will be **closed each Monday and Tuesday** for special events. **Tickets are \$10 per person** and will go on sale in late July at the East Beach Sales Center. Call 757-333-6650 or visit www.eastbeachnorfolk.com for more information.

The house is designed by award-winning Florida architect, Steve Mouzon of Mouzon Design. Phoebe Howard, designer/owner of Mrs. Howard and Max & Company, is the interior designer. The builder is a local custom building company including Howard, Mary-Dolph, and Page Simpson of Simpson Builders, Inc. in Norfolk, Virginia. Collaborative environmental designs are by Virginia Beach, Virginia native Jane Cantin and Ian Stubbs, of Ian Stubbs Design Associates, Ltd., an international landscape architect based in Great Britain.

–more–

Positioned on a lot with unobstructed views and designed to maximize the sights and sounds of the Chesapeake Bay and Atlantic Ocean, the Ultimate Beach House is a multi-generational house where the owners, their children and the owner's parents can live together.

The main house of the traditional Chesapeake Bay Coastal Cottage is only 3,110 square feet, but can house three generations of family comfortably. Two master suites, one on the first floor and one on the second level offer accommodations for the owners and aging parents, while the children's realm/guest room can be utilized in different ways as the children mature and necessities of the residents change over time. A finished, multipurpose Carriage House Studio over the two-car garage offers an additional 423 square feet, and a future third floor; 814 square feet build-out offers opportunity for multipurpose expansion.

Sponsors of the 2011 Ultimate Beach House are AZEK Decking and Railing, Barlow Tyrie Teak Furniture, Belgard Hardscapes, Bevolo Outdoor Lighting, Bosch Appliances, Circa Lighting, LeCreuset Cookware, Lee Industries Upholstered Furniture, Lloyd/Flanders Outdoor Wicker Furniture, Marvin Windows and Doors, Pratt & Lambert Paints, Sunbrella Outdoor Fabrics, and Stanley Furniture.

The 2011 Ultimate Beach House is expected to draw as many as 30,000 visitors from across the country. *Coastal Living* will feature the Ultimate Beach House in the October 2011 issue of its magazine, which serves 4.2 million readers each month who live or dream of living a coastal lifestyle.

2011 *Coastal Living* Ultimate Beach House Team:

About the Community: East Beach (www.eastbeachnorfolk.com) is a waterfront community designed and built in the tradition of Atlantic coastal villages. East Beach is a public-private initiative that includes the City of Norfolk, the Norfolk Redevelopment & Housing Authority, and East Beach Company, LLC. East Beach is a Traditional Neighborhood Development featuring a mixed-use, pedestrian-friendly design that incorporates homes, shops, workspaces, and community buildings with parks and open spaces for residents to enjoy.

About the Architect: Mouzon Design, (www.mouzon.com), the husband and wife team of Steve and Wanda Mouzon, produces a number of town-building tools and services. Their house plans have been featured repeatedly in *Coastal Living* and *Southern Living* magazines.

About the Construction Manager: Since 1995, building homes has been a family affair for Simpson Builders Inc. Norfolk natives Howard, Mary-Dolph, and Page Simpson. Their expertise includes custom home design, building, and interior décor. Their work has won numerous awards in Norfolk and Virginia Beach, Virginia.

About the Interior Decorator: Phoebe Howard (www.phoebehoward.net) and husband Jim Howard opened their first store, Mrs. Howard, in Jacksonville, Florida, in 1997. Five years later, they opened Max & Company, which now operates in four locations throughout the Southeast. Son Andrew Howard, joined James Michael Howard Interiors in 2003 as a project manager, supervising the design portion of JMH Interiors while simultaneously overseeing interior decorating and architecture construction. Phoebe's design projects have been published in *Elle Decor*, *House Beautiful*, *Coastal Living*, *Cottage Living*, *Southern Accents*, *InStyle* and *Traditional Home*, among others.

About the Landscape Designers: An Anglo-American team of landscape architects, Ian Stubbs and Jane Cantin, combine talents for this special *Coastal Living* project. Virginia Beach native, Jane Cantin, has more than 15 years experience in garden and estate design, both nationally and internationally. Ian Stubbs of Ian Stubbs Design Associates, Ltd. (www.ianstubbslandscape.com) is a landscape architect based in Louth, Lincolnshire, Great Britain who specializes in the design of private gardens and public spaces, both in the United Kingdom and United States. Cantin and Stubbs often collaborate on landscape projects on both continents.

About *Coastal Living*: A national magazine that celebrates life along the coast, *Coastal Living* (www.coastalliving.com) is the source of inspiration and information for people who live or dream of living a coastal lifestyle. Marking 14 years of publication in 2011, *Coastal Living* serves a total audience of 4.2 million. *Coastal Living* is published 10 times a year by the Time Inc. Lifestyle Group.