

Front Porch Wins Gold in the 2016 National Association of Home Builders Best of 55+ Housing Awards

San Diego Retirement Communities, Wesley Palms and Fredericka Manor, Recognized with Highest Honors

Glendale, Calif. February 4, 2016 – Front Porch announced the receipt of three Gold Awards in the National Association of Home Builders (NAHB) Best of 55+ Housing Awards at the International Builders' Show in Las Vegas. Two San Diego area retirement communities were winners in three Best 55+ categories: Independent Living Community on the Boards, Indoor Common or Amenity Space and Integrated Marketing Strategy or Campaign.

The [NAHB Best of 55+ Housing Awards](#) is the industry's only national awards program honoring excellence in building, design, lifestyle and marketing of housing that appeals to boomers and beyond.

Award details are as follows:

Best 55+ Independent Living Community on the Boards

GOLD AWARD WINNER: Wesley Palms Retirement Community, San Diego, California

M.W. Steele Group (architect)

Best 55+ Integrated Marketing Strategy or Campaign

GOLD AWARD WINNER: Wesley Palms Retirement Community, San Diego, California

'360° Living' campaign

Marketing Firm: Greenhaus, San Diego, California

Best 55+ Indoor Common or Amenity Space

GOLD AWARD WINNER: Fredericka Manor Retirement Community, Chula Vista, California
CastleRock Design Group (interior design)

"Front Porch is dedicated to creating communities that foster connectedness and quality of life," said Roberta Jacobsen, president of Front Porch. "We go beyond building trends in senior housing to maintain the integrity of unique living environments and meaningful enhancements. We are honored to be recognized for our continued efforts in thoughtful retirement community living."

Award recipients were selected by the jury panel comprised of 12 industry experts who specialize in the areas of active adult, service-enriched and marketing for the 55+ housing industry.

"We are seeing some really great variety in today's 55+ housing market," said Timothy McCarthy, chairman of NAHB's 55+ Housing Industry Council and managing partner of Traditions of America in Radnor, Pa. "The judges saw wonderful examples of innovative floor plans, universal design skillfully integrated into the home, communities with beautiful lifestyle amenities and homes located close to local shops, restaurants and parks."

Wesley Palms' modern revitalization effort celebrates '360° living' with sweeping views of the ocean. Marked by an ambition to enrich the retirement lifestyle offerings for current and future residents Wesley Palms is introducing new patio homes with classic California mid-century style on 35+ acres of parkland. The next phase of new patio home construction begins April 1st. Interest lists are forming now. Overlooking downtown San Diego, Mission Bay and the Pacific Ocean, Wesley Palms offers all of the nearby benefits of San Diego living including beautiful beaches, world famous attractions, and the art and culture of La Jolla and San Diego just minutes away. Wesley Palms boasts convenient access to highways, San Diego International Airport, a cruise terminal, exceptional health care systems and excellent universities.

Fredericka Manor is one of Chula Vista's most revered retirement communities with more than a century of meeting seniors' needs in the greater San Diego area. As a multi-level retirement community with ageless design, modern amenities and services, Fredericka Manor offers four levels of care on 24 acres of parkland. The community is reminiscent of a classic American small town complete with cottages on tree-lined streets and ocean view apartment living. The community boasts a lily pond, dog park, walking paths and mature landscape. It is located minutes from Third Avenue Village shops and

restaurants, the Chula Vista Marina, beautiful beaches, coastal mountain foothills, ecological preserves, major freeways and all of the attractions of Downtown San Diego.

View the full list of this year's NAHB award finalists [here](#). For more information, visit [Fredericka Manor](#) and [Wesley Palms](#).

About Front Porch

[Front Porch](#) is a not-for-profit 'human serving' organization based in Glendale, California, that serves individuals and families through full-service retirement, active adult communities, affordable housing communities and related management and development services. Front Porch retirement and active adult communities offer options ranging from independent living to skilled care, including assisted living and memory care. Front Porch holds a BBB+ credit rating from Standard & Poor's. Founded in 1999, Front Porch embraces a leading-edge approach to enhance wellbeing with innovative communities and programs that meet the changing needs of people as they age. Front Porch's 'human serving' capabilities are epitomized by [Humanly PossibleSM](#), Front Porch's commitment to cause-based innovation that harnesses the innovative spirit of all of its staff in an effort to do whatever is humanly possible to meet emerging needs now and in the future. Specialized outreach programs like the Front Porch Center for Innovation and Wellbeing, Social Accountability *in Action*, Front Porch Gallery and affiliated Centers for Spirituality and Aging support the Front Porch belief in understanding and meeting the needs of the individuals and communities we serve.

Front Porch Communities and Services is comprised of 10 full-service retirement communities in California and two adult living communities: one in Louisiana and one in Florida. Front Porch also serves individuals and families through more than 20 affordable housing communities managed by CARING Housing Ministries, a division of Front Porch.

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