



FOR IMMEDIATE RELEASE

Oct. 28th, 2022

## **MEDIA ADVISORY**

*Halloween on the Hill: New townhomes open in much-coveted Sage Hill Crest*

**CALGARY** – The media and public are invited to tour the townhome show homes launching the final phase of Sage Hill Crest at a Halloween party Saturday hosted by Genesis Land.

The townhomes, in addition to the front attached and side-by-side homes, are buyers last chance to build in Sage Hill Crest, one of the city's most desirable neighbourhoods in the Symons Valley corridor.

Sage Hill Crest, in northwest Calgary, is set on a crest overlooking the breathtaking skyline of downtown Calgary and the Rocky Mountains. It features the original way house on the historic Calgary Trail route to Edmonton, marking the first spot where travelers rested and changed horses before continuing along their arduous journey. The well-established area today includes 190 services, restaurants, and retail, with a Walmart and T & T Supermarket on your doorstep.

"Homeowners in Sage Hill Crest will have one of the most spectacular views in the city, underscoring Genesis Land's philosophy of working with what nature has given us when we build new communities," said Brendan McCashin, Vice President, Land Development.

Sage Hill Crest is being built on the natural rising crest south of Sage Hill Blvd. N.W. and west of Shaganappi Trail N.W, the last parcel of land in the area. The area has garnered intense interest during every phase of its development over the last 20 years.

Saturday's event features costumes, pumpkins and visits with the Mad Scientist, who will be on hand in the giant Igloo doing lab experiments with the kids.

**What:** Kids Halloween Party and Townhome Launch by Calbridge Homes and Genesis Builders Group

**When:** Saturday Oct. 29<sup>th</sup> 1 pm – 5 pm

**Where** 85 Sage Hill Crescent NW, Calgary, AB T3R 0J4

## **About Genesis**

Calgary-based Genesis Land is an award-winning land developer, creating new communities in southern Alberta. A fundamental value is giving back to the communities it has been building for 30 years, believing that great communities begin with great people. Genesis's sponsorship and advocacy programs support organizations, causes and people who make a difference in their neighbourhoods.

## **For more information, contact:**

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