

**FOR IMMEDIATE RELEASE**  
CONTACT: TERRY SWENSON  
281-382-9977 – [terryswenson@comcast.net](mailto:terryswenson@comcast.net)

## **NEWMARK HOMES AND CALDWELL COMPANIES BREAK GROUND FOR 2011 BENEFIT HOME**

March 30, 2011 – Dozens of GHBA members including vendors and trades, gathered at a homesite in Towne Lake to mark the official ground breaking of one of two homes being built for the 2011 Greater Houston Builders Association Benefit Homes project. Representatives from Newmark, the builder for the home, and Caldwell Companies, the community's developer, led the ceremony with gold shovels poised to take the first step in the construction process.

Each year two homes are built for the Benefit Homes Project with donated land, construction management, materials, labor and services by GHBA members. These luxury homes are constructed with upgrade materials and features and are sold at market value. The majority of the proceeds from the sale are donated to three charities. This year the beneficiaries are Texas Children's Cancer Center, the Alzheimer's Association and HomeAid Houston. Newmark Homes has committed to contributing a portion of the home's proceeds to a fourth charity, the 100 Club Survivor's Fund. This well respected charity steps in to assist the families of officers who have lost their lives in the line of duty. A lead gift to the 100 Club Survivors Fund is being given by Newmark Homes in the amount of \$30,000 in honor of Deputy JD Norsworthy.

On hand for the ground breaking were vendors who have stepped up to participate by donating their materials or services. Many of the vendors donate to the Benefit Homes Project year after year. Since the project began 31 years ago, more than \$6 million has been raised. Also on hand from Newmark Homes was Mike Moody, president and Jeff Dye, vice president. From Caldwell Companies was Randy Young, director of operations. From the GHBA was Don Klein, chairman of the project and president of Chesmar Homes and Mike Dishberger, president of the GHBA. From Texas Children's Hospital was Dr. Ernest Fruge. From HomeAid Houston was Parke Patterson, president and Bette Moser, executive director. From the Alzheimer's Association was Alexis Eaton, development director.

Newmark is building their Woodhaven – 1883.7 Plan. The home is a 3,973 sq. ft. 4 – bedroom, 3.5 bath two-story. The Benefit Home's full retail price is \$492,059 and its asking price is \$395,000. The home will include \$97,000 in free upgrades.

“All Benefit Home ground breakings are huge milestones for the three charities and the entire GHBA and the builder/developer teams,” said Don Klein. “The last few years have been unique in the homebuilding industry with an uncertain economy. That factor alone makes these generous donations an amazing show of community support by our members. The Houston building industry continues to show its strength and confidence in the industry.”

Newmark's Benefit Home is located at 19711 Arroyo Colorado Court in Towne Lake on Barker Cypress.

The second Benefit Home for 2011 is being built by David Weekley Homes in the northwest neighborhood of Bridgeland. Bridgeland donated the homesite. For more information on the Benefit Homes Project visit [www.GHBA.org](http://www.GHBA.org) or call the GHBA at 281-970-8970.