



**PRESS RELEASE DRAFT**

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## **ALEGRIA FOUNDER'S PROGRAM NEARS CAPACITY**

### *Successful Marketing Campaign Creates Tremendous Interest in New Costa Rican Community*

**(Flamingo, Costa Rica) – January 18, 2008** – The developers of Alegria, a unique second home community providing an authentic experience of Costa Rican life and culture, announced today that the recently launched sales program has been a huge success thus far and that the upcoming Founder's Event to take place March 26 through 28 in Costa Rica is nearly full. Space is limited, so interested buyers should act fast if they want to participate in this one-of-a-kind event. Only 50 buyers will have the unique opportunity to be founding members and will in turn get significant pricing incentives, selection, and VIP status for future releases and programs.

Located in the unspoiled coastal town of Flamingo in the region of Guanacaste, Alegria will boast luxurious condominium and townhome residences and resort-style amenities within walking distance of three pristine beaches and a marina. Alegria celebrates Costa Rica's art and people through The Alegria Center for the Arts, a non-profit foundation supported by homeowners as well as friends and artists worldwide. In addition there will be a Village Plaza, a gathering place for residents and visitors that will be home to working studios, galleries and bistros as well as the headquarters of The Alegria Center for the Arts.

Alegria launched its innovative marketing program in late November which included a direct mail campaign, broker interest, affinity lists and advertisements in select publications in the Aspen and Vail markets. A national public relations campaign is planned to launch in the next few weeks as well. Thus far, the response to Alegria and its Founder's Program has been significant.

“We have known all along that Alegria has a unique offering that Costa Rica loyalists wouldn't be able to resist and are thrilled at the immediate outpouring of interest we have received” said Roberto Facio, developer of Alegria. “We look forward to sharing with our buyers the heart and soul of Costa Rica and the incomparable experience of Alegria during the Founder's Event in March.”

Alegria is a private, mixed-use community nestled on 19 pristine acres overlooking Protrero Bay and Playa Flamingo. The real estate offering includes condominium and townhome residences starting as low as \$299,000. Interested buyers can call 888.278.4742 for more information.

**About Alegria**

Alegria is the most unique second home opportunity in Costa Rica, providing an authentic experience of life and culture that is infused into every aspect of the community. Alegria celebrates Costa Rica's art and people through The Alegria Center for the Arts, a non-profit foundation supported by homeowners as well as friends and artists worldwide. Located in the unspoiled coastal town of Flamingo in the region of Guanacaste, Alegria will boast luxurious condominium and townhome residences and resort-style amenities within walking distance of three pristine beaches and a marina. Those who live at Alegria will experience the true meaning of *pura vida*, the joy of inspired living. For more information call 888.278.4742 or visit [www.alegriacostarica.com](http://www.alegriacostarica.com). For media inquiries, please contact Alana Morris, 303.962.9163 or [Alana@vocapr.com](mailto:Alana@vocapr.com).

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