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### **eon at Lindbergh Wins Best Overall Sales and Marketing Campaign for a Condominium Community by the NAHB's Pillars Awards**

ATLANTA – eon at Lindbergh recently received a Pillars Award for *Best Overall Sales and Marketing Campaign for a Condominium Community* by The National Association of Home Builders. The Pillars recognize superior achievement in apartment and condominium development, design, marketing and management, and are considered the multifamily housing industry's most prestigious awards. eon was announced a recipient of the Pillars Award at a gala ceremony on April 2, 2008, at the Broadmoor Resort in Colorado Springs, Colorado.

eon received the award for the efforts of the community's full-service real estate solutions group, Evolv, and the work they did on the marketing campaign for eon entitled 'Bringing Lindbergh to Life,' which was developed with branding agency partner, PUSH. The campaign utilized mannequins to symbolize people living at eon at Lindbergh.

"We are thrilled to have received this Pillars Award from the NAHB, and are incredibly grateful to all the hard work put into the 'Bringing Lindbergh to Life' campaign by Evolv and PUSH," said Tamara Kimble of The Dawson Company. "Due to the lack of knowledge and comfort with the emerging Lindbergh area, it was vital to create a campaign that would not only begin to familiarize people with the Lindbergh area, but also entice them to come visit and see for themselves all the wonderful things that truly are bringing this area to life. The campaign has certainly accomplished this."

In addition to a lengthy application form, samples of all the marketing efforts that went along with the 'Bringing Lindbergh to Life' campaign including print advertising, direct mail, billboards, brochures, television commercials and more had to be submitted for the award. When judging the entries, a multitude of items were considered including the quality and innovation of the concept, impact and execution; the continuity of marketing theme, product identity and corporate branding; use of materials that complement the environment and architecture; use of color, texture and materials; and the overall sales campaign including the results.

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Developed by The Dawson Company and Lane Company, eon at Lindbergh will offer 352 one- and two-bedroom EarthCraft® certified residences priced from the \$180,000s. The community is one of a few Atlanta condominiums that are EarthCraft® Certified, meaning homeowners will breathe easier in their homes, have smaller utility bills and will help minimize the impact of day-to-day living on the environment. Offering homeowners even more peace of mind, recycling will also be offered to all residents.

The community encompasses 42 acres off of Piedmont Road in City Center, which includes a Main Street Market Deli, Taco Mac, Longhorn, Five Guys, SIP Coffee Lounge, Chili's, Lotus Lounge and many other shops and boutiques. The Lindbergh MARTA station is the main headquarters of MARTA and offers transportation throughout the city. Buses and trains make multiple trips daily to the airport, Sandy Springs, Chamblee, West Lake, College Park, the Arts Center, Turner Field and every place in between.

In addition to the convenience living in the Lindbergh City Center will provide, residents will enjoy an array of amenities, including underground parking, an upscale fitness center, two pools with outdoor entertainment areas, and a pet friendly walking and running trail around the community.

The eon at Lindbergh sales gallery is located on Main Street in Lindbergh City Center and includes one full-size, decorated model condominium residence. For more information, visit [www.eonatLindbergh.com](http://www.eonatLindbergh.com) or call 404-846-2208. eon at Lindbergh is being developed by The Dawson Company ([www.thedawsoncompany.com](http://www.thedawsoncompany.com)) and Lane Company ([www.lanecompany.com](http://www.lanecompany.com)), with Evolv ([www.evolvre.com](http://www.evolvre.com)) serving as the marketing and sales group.

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