

# COUNTRY HOME MAGAZINE SWINGS ONTO SUPERSTITION MOUNTAIN WITH THE SONORAN DESERT DREAM HOME

## ***\$1.7 Million Home will Open to Coincide with the LPGA's 2006 Safeway International Golf Tournament***

**NEW YORK, NY (February 27, 2005)**— *Country Home* is partnering with Mesa-based Landmark Building Consultants to build its 2006 Dream Home at Superstition Mountain in Arizona's Sonoran Desert. The \$1.7 million home is being designed with a heavy emphasis on indoor/outdoor living and will overlook the Nicklaus-designed Prospector Golf Course, home to the LPGA's Safeway International Golf Tournament. The house will open to the public during the tournament set for March 13-19, 2006.

The 5,000-square-foot *Country Home* Sonoran Desert Dream Home will be built within the Superstition Mountain Golf and Country Club, a private, gated community that offers arresting views and a wealth of recreational activities, including golf, tennis, swimming and a clubhouse.

"We imagined an empty nester couple looking for an inviting home that encourages frequent visits from the kids," comments Mary Emmerling, creative director of *Country Home*. "The look of this home is best described as a modern, handsome take on classic country, with ample gathering areas for family and friends. *Country Home* is bringing high style and comfort to the high desert."

The Dream Home will possess the architectural style of old world and Tuscan, exuding warmth and elegance. The interior features clean-lined rooms finished with layers of lush and sophisticated texture – everything from sisal and leather to rich wood tones and soapstone. A pewter gray palette sets the relaxed tone of the home and makes the perfect backdrop to washes of soft accents. The home will include courtyards, patios, a languid pool and an observation deck, all of which maximize the views of the mountains, city lights and golf courses.

"*Country Home* and Landmark are building a home that will be unique to anything else on the market," added Alan Hirschbein, Dream Home Co-Developer and President of Innova Homes LLC. "This home will appeal to a buyer who places a high value on outdoor living as well as someone who looks for the modern conveniences associated with the highest level of luxury. We feel the *Country Home* audience best fits that image."

The home will also feature premier home brands including: Jeld-Wen windows and doors; Sub-Zero appliances; KraftMaid cabinetry; Johns Manville insulation; Electrolux vacuum cleaners; Mannington flooring; Clopay garage doors; Lee Industries upholstery and upholstered furniture; and Kohler plumbing.

Through the unique partnership with the LPGA, an estimated 100,000 people are expected to visit the *Country Home* Sonoran Desert Dream Home. The extensive cross promotion includes a *Country Home* presence in all Safeway International Golf Tournament promotional materials, on-course signage and spectator access to the Dream Home from the course. *Country Home* Dream Home sponsors will also benefit from advertisements in local publications, along with messages on the tournament's video replay screens and graphic announcements on its electronic leader boards.

*Country Home* launched a custom Dream Home microsite on [www.countryhome.com](http://www.countryhome.com) where Senior Building/Design Editor Meredith Ladik updates readers on the status of construction and the development of the home. In-book announcements began running in the December issue of the magazine and a 12-page editorial feature will appear in the September 2006 issue of *Country Home*.

Proceeds from tours of the home will benefit The Superstition Mountain Golf and Country Club Foundation, the community's member-driven fundraising and volunteer organization.

### **About Country Home**

For 25 years, Country Home magazine has redefined the vision of country. Country Home speaks to the desire for style with editorial features that blend formal and familiar, classic and casual, to inspire readers to explore their own personal tastes. The magazine presents fresh, actionable ideas that are relevant to all aspects of readers' lifestyles, including home décor, food and entertaining, fashion and well-being, travel and shopping. Country Home, published by Meredith Corporation (NYSE: MDP), has over 7.5 million readers, is published 10 times per year and has a rate base of 1.25 million. The magazine was nominated for a 2005 National Magazine Award in photography.

### **About Superstition Mountain**

Superstition Mountain Golf and Country Club is an 890-acre private golf and recreational community near Phoenix, Ariz. offering 36 holes of Nicklaus-designed golf, an award-winning Old World clubhouse and restaurant, a sports and fitness center with pool and tennis facilities as well as massage and treatment services, and a variety of activities for its active members. Custom home sites feature stunning golf course frontage, Sonoran desert and city light views as well as dramatic panoramas of the legendary Superstition Mountains. In addition, the community offers three upscale semi-custom home collections with luxury amenities, rich design elements and memorable architectural detail.

Superstition Mountain is one of the Lyle Anderson Companies, based in Scottsdale, Ariz., with a reputation for planning distinguished golf clubs and master planned communities in prime locations with environmentally-sensitive design and upscale amenities unsurpassed in the industry. For information on Superstition Mountain, call 1-877-983-3300, or visit [www.superstitionmountain.com](http://www.superstitionmountain.com).

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