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## **FOR IMMEDIATE RELEASE**

### **TRUMARK HOMES PICKS ROXBURGH TO MARKET NEW HOME COMMUNITIES IN UPLAND AND GRANADA HILLS**

#### **Award-Winning Agency Zeroes in On Trumark's Commitments to Neighborhood and Community for Campaigns Rich With Social Media Networking**

Costa Mesa, Calif., Roxburgh, A Creative Collective (aka ROX) will market two new home communities for Trumark Homes, a division of Trumark Companies of Irvine. ROX will create and implement campaigns for Trumark's Wyeth Cove in Upland and High Lights in Granada Hills.

Wyeth Cove is a limited collection of 39 single-family homes situated along cul-de-sac streets that frame a private park. Classic architectural character also defines the upscale neighborhood. Wyeth Cove is now open, with a choice selection of purchase opportunities See [www.livewyethcove.com](http://www.livewyethcove.com) High Lights is a gated hilltop community with 81 view-focused, two- and three-story townhomes. The neighborhood features a private pool area and park with seating oriented to surrounding vistas. Opening is currently anticipated for mid April. See [www.liveathighlights.com](http://www.liveathighlights.com) for the latest information on opening and purchase opportunities.

"Or find these great neighborhoods on Facebook or Twitter," said ROX Executive VP Kelly Borgen, who added that both are on a marketing fast track. "We are anticipating strong response to High Lights and Wyeth Cove as the new home market continues to rebound," she said. "We're delighted to represent Trumark in Upland and Granada Hills, and to present these exceptional opportunities to homebuyers in Southern California."

Trumark President/CEO Michael Maples said his company selected ROX in part because of the agency's clear understanding of the Trumark brand and culture.

"Our aims include making a positive social impact, helping our buyers create new traditions in their new homes, and fostering positive neighborhoods and communities," Maples said. "Our commitments in these areas will inform the campaigns ROX is creating, and we are delighted to be working with this exceptional collective as we bring Wyeth Cove and High Lights to market."

The new campaigns will incorporate social media and online marketing, for both of the Trumark neighborhoods, and for the company's corporate brand (see [www.trublublog.com](http://www.trublublog.com)). "These components are vital to the marketing goals of awareness and message," said Borgen. "Social media in particular will be of great assistance in telling the stories."

ROX provides integrated services in advertising, marketing and branding for residential and commercial real estate, engineering, entertainment, interior design, fashion, manufacturing, financial and retail clients. Recognized as one of the leading advertising and marketing firms in California and the Southwest, Roxburgh has earned more than 300 international, national and regional awards for multi-media advertising, graphic design, publicity and new media. Visit [www.roxburgh.com](http://www.roxburgh.com).

Trumark Group of Companies is a diversified real estate developer and builder with expertise in land acquisition, homebuilding, community and commercial design, and the entitlement process. Trumark Companies is the residential development arm of the organization and operates in Northern and Southern California. Trumark Homes, launched in 2009, builds high-quality homes at competitive prices throughout the state and has positioned itself for the housing market rebound. Trumark Commercial, which builds, leases and sells commercial buildings, operates in the northern portion of the Golden State. Visit [www.trumark-co.com](http://www.trumark-co.com).