



For Immediate Release

March 23, 2011

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Residents of Connestee Falls Embrace Initiative to Modernize Club Communications

BOSTON, MA –March 23, 2011 – The beautiful gated community of Connestee Falls, located in Brevard, North Carolina, announced today that members are responding favorably to the club’s newest benefit, a bi-monthly eMagazine developed in partnership with VCT Corporation, the industry’s leading member communications and relationship marketing firm.

This new publication, along with the club’s recent website enhancements are part of a master strategic plan to modernize club communications across the board, initiating new member touch points that deepen member engagement and make it easier and more rewarding to stay connected. In particular, *Connestee Connection* eMagazine aims to inspire participation in the club’s various activities by providing access to information in a format preferred by its members, and through a rich lifestyle content strategy that echoes the spirit of the community.

Bob Weber, General Manager of Connestee Falls comments, “VCT has been instrumental in helping us develop a communications solution to satisfy our sharp marketing focus of reinforcing Connestee’s brand, promoting upcoming events, and keeping property owners engaged and entertained. The end-result is a cutting-edge communications vehicle that has become an additional member benefit as well as a tool for identifying member preferences. We have no doubt that this initiative will positively influence the purchasing decisions of prospective homebuyers in the community, while reinforcing the value of the investment for existing residents.”

VCT will continue to work closely with Connestee Falls, managing the production and ongoing content development, monitoring performance and making adjustments as necessary to ensure continuous member engagement and satisfaction.

Connestee Connection features live comment fields that allow for interactive dialogue exchange. Here are few examples of feedback received from the inaugural issue:

“This is a wonderful next step in the direction of Connestee being 'contemporary', as our Strategic Plan indicates is our vision. We are thrilled to see our communications go electronic, not only for our own internal use, but also as our entire website develops to allow us to more effectively communicate with future residents of our community. THANK YOU to all who had the vision and/or carried it out!”

"An excellent, professional looking publication that should go a long way towards improving awareness and merchandising Connestee Falls. We look forward to the next issue."

Stephen Ready, President and CEO of VCT Corporation adds, “When a club truly understands the underlying value of cutting-edge communications and a lifestyle-based content marketing strategy, they are that much closer to finding the right solutions. Even after just one issue, to have club members responding with such positive feedback, it really sets the tone for what the club can expect over time in terms of keeping members actively entertained.”

About Connestee Falls

Ideally situated in the foothills of the Blue Ridge Mountains, midway between Asheville, NC and Greenville, SC, Connestee Falls is a perfect location for a permanent or second home. This gated community is ecologically planned to protect its original environment, preserving the forest's natural beauty while providing an exceptionally broad variety of amenities including 4 lakes, 11 miles of hiking trails, a heated pool, 5 tennis courts, a wellness center, and many activities designed for the active lifestyle of its property owners.

For more information on Connestee Falls, visit: <http://www.connesteefalls.com>

About VCT

VCT is a unique private club-centric lifestyle marketing firm, with a focus on taking a relationship marketing approach to member communications in order to drive engagement, activation and most importantly – member loyalty. Responding to the growing communications challenges private clubs face as demographics shift and preferences continue to evolve, VCT provides a suite of services designed to achieve long-term success for its distinguished private club clients, as well as affinity groups and brands including ClubCorp USA, Troon Golf, Arnold Palmer Golf Management (APGM), Club Managers Association of America (CMAA), and the National Golf Foundation (NGF).

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