



Astoria on Tenth Launch VIP Reception



*"We're thrilled with the turnout and the interest. There is clearly a demand in Calgary for something different like Astoria on Tenth."*

*Gerry Mendyk*

## **ASTORIA ON TENTH CELEBRATES MARCH 19TH LAUNCH WITH VIP RECEPTION, BECOMING CALGARY'S "LAUNCH OF THE SPRING"**

**MARCH 2008**

Astoria on Tenth kicked off "Phase 2" of the 35-floor Grand Tower Residence's release of all new suites and available floors on March 19, 2008 with a VIP Reception at its glamorous, newly remodeled Presentation Center, complete with signature chandelier centerpiece and dramatic lobby entrance.

The four-hour Open House event attracted a packed house of over 300 guests and selected media who enjoyed sparkling wine and catered butler service of canapes and hors d'ouvres to 1930s music, as they were the first to see the new renderings and plans for the building's shimmering Art Deco lobby, hotel-style Owners Lounge and Cinema.

Popular were the interactive touchscreens with all new floorplan renderings, including two new 3-bedroom designs and larger square footages,

aptly named "The Astaire," and "The Bentley." A sneak peak of the Penthouse under development was also displayed, evoking anticipation for its official June launch.

The VIP evening gave invited guests an advance opportunity at selection before the Public Launch on Saturday, just prior to Easter. By the end of the long weekend, Astoria had confirmed 35 sales – including most of the new larger suites at over \$1.2M each – making it the most successful downtown condo tower launch of the spring 2008 season.

With 225 residences, the building is now approximately sixty percent sold out, with price increases expected for later in the year.