

PRESS RELEASE

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Visuals attached

For Immediate Release

Zelen Communications Boosts Towers of Channelside Marketing Efforts
85% of homes sold since March

Tampa, FL, December 6, 2010 -- Zelen Communications, which was tapped by JMC Realty, Inc. to develop its Towers of Channelside web site (www.TowersChannlside.com) in February, also has been responsible for providing additional advertising materials to boost its marketing efforts. These have included additional signage, direct mail, radio, and print.

JMC Realty, Inc., a highly respected and experienced real estate sales firm headquartered in St. Petersburg, FL, was appointed earlier this year to manage marketing and sales for the Towers of Channelside, a mixed-use condominium development in downtown Tampa's Channelside District. Since that time, the team of Sales Manager Cheryl McCormick Brown and Sales Associate Stacey Borsick has sold 90 units, which add up to some 80% of total available homes.

"We are very pleased to have chosen Terry Zelen to lead the creative charge in presenting the message to our potential buyers," said Steve McAuliffe, president of JMC Realty. "He quickly understood our intentions of how to motivate our market and accomplished the task in a very professional manner."

For more information on Zelen Communications, visit the website at www.zelencomm.com.

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ABOUT ZELEN COMMUNICATIONS

Zelen Communications offers comprehensive traditional and online marketing and advertising solutions for all businesses from start up ventures to established businesses looking to enhance their existing brand. The firm's clientele has included Mise en Place, Bill Jackson's Store for Adventure, Kforce, Newland Communities, Outback Steakhouse, Roman Law Group, Gospel Music Channel, and Magnon Jewelers, to mention a few. Zelen Communications, which was established in 1992, is located at 304 S. Melville Avenue in Tampa. Contact them at 813-250-1530 and learn more about the company by visiting www.zelencomm.com.

ABOUT JMC REALTY, INC.

JMC Realty was incorporated in 1980 to provide resale and rental services to homeowners within JMC Communities, Inc. and throughout the Tampa Bay area. St. Petersburg-based JMC Communities is recognized as one of the top multi-family community developers in Florida. JMC is committed to providing unsurpassed value at a high level of quality in its sales, marketing, construction, and property management.



YOUR HOME YOUR COMMUNITY WHAT'S HAPPENING REALTORS TOWERS BLOG CONTACT US



Life-changing Views. At a Price you can afford.

Welcome! Thanks for dropping by Tampa's premier condominium community, The Towers of Channelside, in the heart of the Channel District. With 257 luxury homes that literally and figuratively tower above a delightful seaport, lively shopping, varied dining and exciting recreation venues, it really will change your point of view.

Step across the street to a cool hockey game or hot rock concert. How about dinner and a movie? Just across the street. A Sunday brunch cruise, an informal lecture at the Tampa Bay History Center, a swim with the sharks at The Florida Aquarium? You're getting the idea. Just steps away. Or pack your bags and hop on a cruise ship to the Caribbean - no parking, no hassles. And that's just a glimpse of the whirlwind of opportunities just outside your door. Imagine what awaits a few blocks away!

When you're not part of the action, you can observe it all from your own glorious balcony. No matter how long you've lived in Tampa, you've never seen these views before - unobstructed. Unbelievable. Wander down to the eye-popping community pool or clubhouse, or visit with neighbors on their private terrace.

New lower pricing opens all this to more home seekers than ever. Please explore this Web site and [contact us](#) with any questions or to schedule a tour.

85% SOLD
New Lower
Penthouse Pricing

THE TOWERS OF CHANNELSIDE
Urban. Life. Style.

Questions? Ask Sara
Your JMC online concierge
[SEND A MESSAGE](#)



COMMUNITY WHAT'S HAPPENING REALTORS TOWERS BLOG CONTACT US HOME



THE TOWERS OF CHANNELSIDE
Urban. Life. Style.

- 360 View
- Ships
- Pool
- Over Pool
- Pool & City Balcony View
- Pool View From Balcony

