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DANIELS WINS FOURTH MISSISSAUGA URBAN DESIGN AWARD

The Daniels Corporation's FirstHome™ Eglinton West Community was honoured with an Award of Merit for Efficient Design at the 28th Annual Mississauga Urban Design awards ceremony. This marks the fourth time Daniels has been recognized for an award from this prestigious program, having won Awards of Excellence for One Park Tower in 2008, The Capital Condominiums in 2006 and No. 1 City Centre in 2004.

The Mississauga Urban Design Awards is the longest-running program of its kind in Ontario. According to Mayor Hazel McCallion, "Through this program, we raise public awareness of the significant role that urban design plays in improving the quality of life in our city." This annual competition celebrates projects that best exemplify Mississauga's design principles & ongoing work to promote

excellence in urban design.

The Jury applauded FirstHome™ Eglinton West's clever design as the basis for the award - in particular, how the well-designed townhomes frame the open landscaped area. Through the use of different materials, colour combinations & elevations, Daniels created a visually appealing streetscape with intimate private spaces & a landscaped public mews that invites neighbourly interaction.

"We are honoured that The City of Mississauga has recognized this community with an award of this calibre," says Daniels Vice President Don Pugh. "A lot of care went into the planning and design of FirstHome™ Eglinton West, in order to combine practicality with aesthetics, at prices first-time buyers could afford - and all in the heart of Erin Mills, one of the best locations in the Greater Toronto Area."



Pictured (L-R): From the City of Mississauga, Marilyn Ball, Director, Development and Design Division; Ed Sajecki, Commissioner, Planning & Building Department; Councillor Carmen Corbasson, Ward 1; Mayor Hazel McCallion & sharing the Award Don Pugh, Vice President, The Daniels Corporation; Enzo Corazza, Graziani & Corazza Architects; & Ed Warankie, Director of Development of The Daniels Corporation. Photo credit: City of Mississauga

In May 2009, Daniels launched sales at FirstHome™ Eglinton West and new home buyers lined up for the opportunity to purchase a condominium townhome within this award-winning community. Daniels' innovative approach to building the homes before they

went on sale gave buyers the chance to see, touch & feel which layout best suited their lifestyle before they purchased - an unprecedented opportunity in today's new home market. In fact, it was so exceptional that all 157 homes sold out in just one day!