

**DATE:** Nov. 9, 2007

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**FOR IMMEDIATE RELEASE**

## **River Rock Supports Arbor Day Foundation Forsyth County Donates Trees to Celebrate Visitors**

**ATLANTA** —River Rock, the newest development by Pathway Communities in Forsyth County, is demonstrating its environmental stewardship by donating one tree to national forests on behalf of every visitor who tours the community.

Pathway Communities, in conjunction with the National Arbor Day Foundation, strives to protect the environment inside and outside its community walls. A tree will be planted to honor each visitor who walks through the River Rock community. The trees will be planted in U.S. national forests that have been destroyed by fire, disease, or insects. The program plants Lodgepole Pine and Douglas Fir trees.

“We embarked on this tree donation program as a way to raise public awareness about the importance of replenishing our forests,” said Phil Corley, vice president of marketing at Pathway Communities. “At River Rock, the natural spaces and beautiful river setting are focal points of our community. At both local and national levels, we want to do our part to help preserve the national landscape that Mother Nature has provided us, and the tree donation program is a great place to start.”

With stunning views of the Etowah River, River Rock has taken additional steps to protect the natural setting of the community. More than 40 percent of the River Rock community has been preserved as natural green space, including its Etowah River frontage, for the enjoyment of residents.

Pathway Communities is known for its forward-thinking initiatives for the betterment of its communities whenever possible. The company has been environmentally aware for more than 20 years, beginning with its first development, Peachtree City. Every day, for example, thousands of golf cart-owning residents in Peachtree City cruise miles of golf cart paths that wind throughout the community. By utilizing golf carts, automobile usage in Peachtree City has been significantly reduced, which has positive effects on the environment.

The Arbor Day Tree Donation program is an essential element in creating healthier environments. Over the course of 50 years, a single tree can generate \$31,250 of oxygen, provide \$62,000 worth of air pollution control, recycle \$37,500 worth of water, and control \$31,500 worth of soil erosion. Such tree donation programs also help to

restore beauty to the landscape and provide enjoyment for recreational activities like camping, hiking, and fishing.

For more information on the National Arbor Day Foundation, visit [www.arborday.org](http://www.arborday.org).

Homes in River Rock are priced from the \$400s. The sales center is open daily 11 a.m. to 6 p.m. and Sundays 1 p.m. to 6 p.m. For more information, call 678-947-7625 or visit [www.visitriverrock.com](http://www.visitriverrock.com).

To get to River Rock from Atlanta, take Ga. 400 North. Turn left on Hwy. 369. River Rock is nine miles ahead on the right. From I-75, take I-75 North to I-575 North to Hwy. 20 East (exit 19). Follow Hwy. 20 for eight miles. Turn left on Hwy. 369. River Rock is six miles ahead on the right.

### **About Pathway Communities**

Pathway Communities was founded in 1979 as Peachtree City Development Corp. and turned Peachtree City into one of the most successful master-planned communities in the United States. In 1998, the company changed its name to reflect its mission to acquire, plan, develop and market master-planned communities throughout the metro Atlanta area. In addition to Monarch Village in Henry County, Pathway is developing two communities in neighboring Coweta County -- SummerGrove and Avery Park – as well as three communities in north Forsyth County – River Rock, Lake Forest and Lake Astoria.

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