



Good KARMA

from CentreCourt and Lifetime

Andrew Hoffman,
President, CentreCourt
Developments Inc.;

Julie Cookson,
Wellspring;

Rudy Ruttimann,
Sketch;

Jane Marco, Ronald
McDonald House;

Brian Brown,
Vice President, Lifetime
Developments.

Considered the 'fastest selling' launch of 2011, Karma Condos has shown itself to be a condominium that people have cared about. A fitting reputation for a sleek 50-storey glass tower that marketed itself as the 'condo that cares'.

Determined to create a condominium market campaign that reflected its developers' (Lifetime Developments and CentreCourt Developments) corporate commitments to philanthropy and giving back, Karma launched in 2011 with a unique registration marketing campaign; a promise from the developers to donate five dollars from each unique registration at karmacondos.com to one of three deserving local charities (Ronald McDonald House, Wellspring and Sketch). With over 3,000 website registrations for the project, and an additional pledge from Lifetime and CentreCourt to add another ten dollars to each registration received, the developers recently presented each charity with a cheque for \$15,000.

"While the interest in the launch of Karma and the phenomenal success of our sales program were thrilling, Karma's success was made even sweeter by the opportunity to make a significant contribution to these worthy causes on behalf of our registrants," says Andrew Hoffman, President of CentreCourt Developments. "The campaign brought heightened exposure to our launch, no doubt, but the bigger impact was the heightened exposure the campaign brought to our charitable partners."

Lifetime Developments' Vice President, Brian Brown, adds that "we are in the business of building communities, and that means supporting the services and agencies that support our residents. These three local charities do phenomenal work and we are excited to have been in the position to contribute to their important efforts."

Funds raised for Ronald McDonald House will provide a private room for much-needed rest, just steps away from SickKids, allowing parents and families a much needed space to focus on what matters most- their child. Karma's contribution to Wellspring will support the organization's Cancer Exercise Program through the purchase of specialized apparatus, including a leg and arm ergometer, treadmill, rehab trainer and other specialized rehabilitation equipment. Funds raised for Sketch will furnish an entire Movement Studio with specialized spring-loaded floors, full length mirrors, lighting and more, to create a safe and inspiring setting for theatre arts, martial arts, dance and meditation.

INDX

Since launching Karma in 2011, the winning partnership of CentreCourt and Lifetime Developments has continued to bring exciting, dynamic and highly successful residential projects to the market, including the recently launched condominium tower, INDX.

Standing 54 storeys tall in the heart of the Financial District, this glass and limestone

tower-designed by award-winning firms Page + Steele / IBI Group and Cecconi Simone- will be the ideal launch pad for the up and coming young professional, or the jet setter looking for a conveniently situated pied-à-terre.

Located only a few steps from all of Toronto's major office buildings, the Yonge and University subway lines and the underground PATH network, INDX has, since its spring launch, become ultimate downtown address and the market's best selling condo launch of the year.

A number of great suites are still available in a wide variety of layouts — from studios to three-bedrooms — in sizes ranging from 356 to 821 square feet, with prices starting from the high-\$200,000s.

"INDX offers something different for the professional who likes to work hard and play hard, in the downtown core" says Brian Brown. "Purchasers have responded strongly to the launch of INDX and we look forward to starting construction on the first residential site in the heart of Toronto's Financial District."

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FOR MORE INFORMATION

Visit the INDX Sales Centre, located at 70 Temperance Street (near Bay and Adelaide). For further information call or visit the website.

416.987.INDX (4639)
indxcondos.com