

## Active Adult Living

(NAPS)—An exceptionally large number of Americans are now in their fifties and approaching that long-awaited day when they'll cease to be part of the daily working grind. Many are already looking into their options for how and where they'll spend their Golden Years.

The planners and builders of adult resort communities, popular especially in the Sun Belt, are beginning to develop new communities to meet the anticipated demand—and the changing demands—of the Baby Boomers who soon will have plenty of time to pursue their own interests.

"Today's maturing adults are looking for a totally different experience than their predecessors," says David Williamson, President of Fairfield Homes, the largest homebuilder in Green Valley, Arizona which is located about 20 miles from Tucson. "They're not looking to 'retire' in the traditional sense. They lead much more active lifestyles now, and they plan to continue being active," Williamson adds.

Fairfield anticipated the trend for active adults looking for diverse ways to enrich themselves. So they've already developed over \$20 million in recreational facilities, featuring numerous recreation centers with tennis, swimming, fitness rooms with exercise equipment, computer classrooms, dozens of arts and crafts classes, plus much more. Homeowners enjoy all these amenities at no charge—it's all included with each new Fairfield Home. There are also six golf courses in Green Valley, three that the company built.

To meet the evolving desires of the next wave of homebuyers, the community is also premiering a truly world-class adult resort community. Known as Canoa Ranch, it sits nestled among rolling foothills overlooking Green Valley, with breathtaking views of the majestic Santa Rita Mountains. This is some of the highest and prettiest land in all of Green Valley—a fitting location for this cutting edge "Adult Resort" community. However, the fun lifestyle continues well beyond the confines of Canoa Ranch.

"Along with all the built-in recreation in Green Valley, there are a million other things to do and see around here," Williamson adds. "We've got all the culture



**It's non-stop fun and excitement at Active Adult Communities in Arizona.**

and charm of Tucson nearby, plus legendary Tombstone, the art colony of Tubac, shopping in Nogales, Mexico, scenic hiking trails, historic Spanish missions, ghost towns and more."

To introduce people to their community, Fairfield has created what they call their "Preferred Guest Program," a complete mini-vacation that's one of the best resort bargains you'll ever find. The vacation package allows guests to stay at the luxurious Fairfield Green Valley Lodge at rates that are a fraction of what comparable Sun Belt resorts would charge. Visitors enjoy a three-night stay at the Lodge, plus golf, lunch, and more for \$249.

And now Fairfield Homes is making this resort vacation even more enticing by offering a first-time-ever rebate for the cost of the trip. "If our guests decide to buy a Fairfield Home, the trip is on us," said Williamson. "We'll even pay their airfare, up to \$350 per person."

Why such a generous offer? "This place sells itself", answers Williamson. "People fall in love with the sweeping mountain views, the near-perfect weather and the variety of homes and price ranges Fairfield offers."

For information about the Fairfield Preferred Guest Program and the brand-new Resort Vacation Rebate, call 1-800-528-4930; visit the Web site at [www.fairfieldhomes.net](http://www.fairfieldhomes.net); e-mail: [retireAZ@aol.com](mailto:retireAZ@aol.com); or write: Fairfield Homes, P.O. Box 587, Green Valley, AZ 85622-0857. One important note: Guests must be sure to mention the Resort Vacation Rebate when registering for their Lodge vacation in order to be eligible for the program.