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## **Nocatee Holiday Season Underway** *Calendar of events set for 2010*

**Ponte Vedra, Fla. (Dec 15, 2010)** With the holiday season well underway, excited Ponte Vedra residents are gearing up for another fun-filled, seasonal event hosted by the town of Nocatee. The ever popular Nocatee Christmas Festival and Farmers Market, now in its second year, could very well be 'the' event of the season. The event is scheduled for Saturday, December 19<sup>th</sup> from 10 am to 6 pm.

The 2008 festival drew more than 3,500 guests to the new community, and today that number is expected to increase given the momentum seen at recent Nocatee Farmers Markets and other events.

"Last year, the event was buzzing with people enjoying the sights and sounds of the Christmas season" said Portland Swan, marketing director with the PARC Group. "This event is now a tradition in Nocatee; one that can be enjoyed year after year by the residents and neighboring communities."

This year, the event will be held in its new location at the Nocatee Community Park. With something for everyone, festival goers will enjoy live entertainment compliments of the Ponte Vedra High School instrumental group known as Saltwater Harmony. Their cool, hip version of traditional holiday music will set the mood for this festive event.

The market will host more than 90 vendors selling a variety of sensibly priced gifts for the determined Christmas shopper. Handcrafted jewelry, natural bath products, local studio artwork, a variety of artisan crafts, seasonal and exotic plants, hand-carved wood creations, children's products, environmentally-conscious products are just a few. Of course market favorites like local produce, gourmet coffees and teas, freshly popped kettle corn will of course be there as well. As usual, there will be a variety of vendors selling tasty snacks and luncheon items, so come hungry.

While mom and dad enjoy the musical sounds of Saltwater Harmony or a delicious crab cake or pulled pork sandwich, the younger festival goers can stop by the 'Nocatee Kids Korner' to make Christmas ornaments. After which, they can get their face painted before visiting with Santa Claus. Santa will be at the festival between 1 and 6 pm.

The Christmas Season is not only about joy and celebration, it is also a time remember those in need. Nocatee is partnering with The Blood Alliance Nocatee for a blood drive at the Christmas Festival and, from 10 am to 4 pm, the Blood Mobile will be onsite accepting donations. What better way to say Merry Christmas than by making a

lifesaving contribution through blood and platelet donations. For more information about the Blood Alliance visit their website at [www.thebloodalliance.com](http://www.thebloodalliance.com).

A Christmas festival would be incomplete without a tree lighting ceremony. At 5:45 pm market goers can embrace the season again as the tree is lit; loaded with lights the tree will certainly be a crowd pleaser.

“Our ultimate goal is for residents and guests to take pleasure in the efforts put forth, and at day’s end, walk away with great memories,” said Swan. “As more families call Nocatee home, we are very pleased to provide many community-based activities. We’re always looking for worthwhile ways create a sense of community.”

In addition to the Nocatee Christmas Festival and the farmers markets, the Nocatee special events calendar includes numerous exciting happenings planned throughout the year. During the first half of the coming year, residents and visitors will enjoy an Easter Egg Hunt, a spring concert called Groovin in the Park, a movie series in the park called Friday Night Flicks and more.

Slated for May 1<sup>st</sup> is the Nocatee Trailblazer 5K and 1 Mile Kids Fun Run. Runners and walkers will their marks to challenge themselves and each other while enjoying Nocatee’s scenic views and lush landscaping. This year most of the race will travel down the newly paved paths of the Nocatee Greenway Trails.

Other upcoming athletic events are the Beaches Fine Arts Series Duathlon scheduled for March 21<sup>st</sup> and the Florida Xtreme Atlantic Coast Conquest on April 17<sup>th</sup> and 18<sup>th</sup>. This year, again partnering with the Beaches Fine Arts Sprint Triathlon Series, Nocatee will open its roadways to eager tri-athletes as they cycle and run through Nocatee’s palm-lined boulevards, through residential neighborhoods, then down the Nocatee Greenway Trails.

As host site for the Florida Xtreme Atlantic Coast Conquest, Nocatee will serve as course terrain for this premier competition. This event, which challenges the competitors over a two day period, includes the transitioning between bicycling, canoeing, and running thus utilizing the Guana River into the competition.

In addition to the many recreational opportunities that Nocatee has to offer they are making tremendous progress on their comprehensive amenities package as well. Town center, the mixed-use cornerstone of the community will offer retail, professional, cultural and social venues. Nearing completion, Town Center is scheduled to open this coming January.

Nocatee's featured amenity is of course the Nocatee Splash Water Park. With a completion date later this month, the unparalleled neighborhood amenity includes various components for the Nocatee residents to enjoy. The community center, called Crosswater Hall, will house a multi-purpose room spacious enough to accommodate special events as well as Nocatee's Welcome Center; the place to go to learn all about this coastal community.

Adjacent to Crosswater Hall is the Fitness Club; a state-of-the-art facility that will offer group exercise classes, personal fitness and weight training. The covered poolside Cabana will feature a convenient summer kitchen great for hosting outdoor gatherings.

Water enthusiasts will enjoy plenty of fun within the water park itself. Activities include a "lazy river" tube ride; children's splash pool, family lagoon and a fun children's sprayground. Its signature attraction is its 53-foot water slide tower with two high speed slides. The water park is scheduled to open for the swim season this spring.

Recently honored as a "Best Green Community" by the Florida Homebuilders Association, Nocatee includes more than sixty percent of carefully preserved land. Lovers of the great outdoors will find the eco-friendly Nocatee Greenway Trail system to be undeniably striking. The Greenway consists of more than 5,000 acres of connecting parks, protected wildlife corridors and wetland preserves. Its nature trails meander through lush woods and parks. Fun bike paths and roadways lead residents to Nocatee's Town Center and other amenities. The first phase of Nocatee's Greenway Trail was recently and is now open.

"Nocatee has so much to offer residents and visitors," said Swan. "Ideally located, the community provides much-needed access to a wealth of coastal lifestyle conveniences. It also allows for many recreational amenities and special events never before enjoyed in Northeast Florida. We are committed to being a good neighbor, and to fostering lifelong relationships through our communal efforts."

Just minutes to downtown Jacksonville, historic St. Augustine and the beaches, Nocatee residents also can enjoy plenty of nearby recreation, including: surfing, fine and casual dining; play on Ponte Vedra's championship golf courses, luxurious spa services, concert halls and live music venues, art walks and galleries, sporting events and much more.

Serving as foundations for the Nocatee lifestyle, the community also features an impressive collection of homes from some of Northeast Florida's finest homebuilders. Neighborhood villages are presented with distinct character, gathering places and amenities. Communities include: Austin Park, Coastal Oaks, Kelly Pointe, Riverwood, Tidewater and Willowcove.

For more information on events within the master-planned development; its comprehensive amenities package; or its award-winning builders, visit [www.Nocatee.com](http://www.Nocatee.com).