



RESTON

NEWS RELEASE

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CARDILLO WALKS OFF WITH HOMES OF RESTON TREASURE

RESTON, VA. - November 10 - Fairfax Realtor Bobbee Cardillo is heading for a three day shopping spree at world renowned Harrod's of London - the winner of the Reston Land Corporation (RLC) 1989 "Treasure Homes of Reston Realtor Tour," it was announced today by RLC Executive Vice President Thomas J. D'Alesandro IV.

At a Reston Visitors Center Treasure Home ceremony last week, D'Alesandro presented to Cardillo, a Realtor with Mount Vernon Realty, roundtrip airfare for two to London, three nights at The Ritz Hotel complete with limo service, tea at the Hotel Dorchester, and, a \$1,000 Harrod's gift certificate.

In what has become a much anticipated, annual RLC event for Northern Virginia Realtors, the 1989 "Treasure Homes of Reston" tour, was created to introduce area Realtors to the eleven home communities currently offered in Reston.

Following through with the decidedly English theme, over 350 Realtors, on October 24 and 25th, visited model homes, dined in fine fashion with a progressive luncheon feast, got an update on the very latest interiors, products and design, met the builders, and, had a Tour entry card stamped with a special crest created for each community.

Back at the Visitors Center, the visiting Realtor dropped off their entry card stamped with eleven unique crests which was then put into a huge "Treasure Homes" bowl for an October 30 drawing.

Evidently the marketing concept worked: Bobbee Cardillo said "This was a great idea! The Tour was not only delicious, it told me a lot about Reston I didn't know. I had no idea how much was going on with the development of Town Center, for instance. And visiting the homes was a real pleasure: many of these Reston homes are ideal for my international clientele!"

And will Bobbee get to London? You bet. She is meeting with her travel agent tomorrow to plan a March visit with her husband. But this is a familiar scene for Bobbee who is a foreign service wife and makes an annual pilgrimage to London and Athens to meet foreign service families who are relocating to Northern Virginia.

But because of the Reston "Treasure Homes" plum, Bobbee says that this time she just might cancel the business part of the London visit and take her husband on an honest to goodness vacation, instead!