



For Immediate Release – Monday, June 25, 2007

Contact: Primary – Kevin Metcalf 608 345-2219
Secondary – Kimberly Leja 608 225-7009

Metcalfe Company to Break Ground On Unique Water Crest Condominiums on Lake Monona

(101 FERCHLAND PLACE, Monona, WI) – Kevin Metcalfe of Metcalfe Company of Monona, Wisconsin, will hold a groundbreaking ceremony at 5:00 p.m. on Thursday, June 28 at the Water Crest Condominiums site located at 101 Ferchland Place in Monona. Among those in attendance will be the Mayor of Monona, Robb Kahl to assist in the ground breaking ceremony.

The only brand new condominium project on Lake Monona, Water Crest is a 42-unit residence planned to redefine lakefront living with panoramic views of the Capitol and Madison skyline, a spacious lakefront terrace with pier, waterfront community room, high-end amenities standard in all units, secure, underground parking and extensive landscaping. Attendees are welcome to stay for refreshments and to get a personal look at the exciting floor plans and amenities of the Water Crest project.

The development of Water Crest will revitalize an area on the eastern shoreline of the lake that contained a row of condemned houses and unkept lakeshore overgrowth.

Water Crest was designed by Knothe & Bruce Architects of Middleton, Wisconsin. Stevens Construction Corp. of Madison, Wisconsin will handle construction, commencing work on Thursday, June 28th with completion scheduled slated for spring 2008. Water Crest is marketed by Stark Company Realtors® of Madison, Wisconsin.

101 Ferchland Place is located at the corner of Monona Drive and Cottage Grove Road in Monona, Wisconsin. For a preview visit: <http://www.watercrestonthelake.com/>.

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