

URBAN TOWN MODELS OPEN IN STOUFFVILLE



Geranium Homes welcomed visitors to browse two new model townhomes that are brimming with design ideas at **Uptownes at Cardinal Point** in Stouffville. Los Angeles-based interior designer, **Jo-Ann Capelaci**, has created two themed approaches for modern living in a stacked townhome, and Geranium has capitalized on her experience and is providing visitors with a

printed handout. The company has also produced a series of videos with Capelaci that are full of inspiration and useful tips, now available to view at geraniumhomes.com.

“We designed our marketing strategy to include new and interesting ways to present these three-storey townhomes to prospective buyers, before we were able to build the model homes,” explained **Sue Webb Smith**, Geranium’s marketing director. “Jo-Ann

has worked with us at every stage, creating furnished floorplans for every room in all four of the Uptownes designs. She assisted an artist to produce perspective illustrations that accurately reflect her furnished plans. And, ultimately, Jo-Ann chose interior finishes, furniture and decor for the two model homes.”

■ geraniumhomes.com

ILLUSTRATING LIFE ON THE STREET



Art with Potential was not just another fundraiser to support **Raising the Roof's** (RTR) work towards long-term solutions to homelessness, it was also an opportunity for youth to build their portfolio of work and receive compensation.

The staff at RTR have learned that many young artists are at-risk

and homeless and it is working with its network of partner agencies to identify promising, talented youth artists who qualified to compete in Art with Potential, a live art competition held in October at The Daniels Spectrum. All the artists received a portion of the sale price of their art.

RTR knows that employment is a critical success factor for at-risk and

homeless youth. By supporting eight youth artists with an opportunity to showcase their talents and passion, Raising the Roof believes it can pave the way for their brighter future.

Proceeds from Art with Potential will support RTR’s **National Homelessness Initiatives**. Families with children are the fastest growing group of citizens experiencing homelessness; it is estimated that there are currently 22,500 children in Canada who are homeless.

Michael Rosset, founder and publisher of **HOMES Publishing Group**, is the longest serving member on Raising the Roof’s board of directors.

■ artwithpotential.com
■ raisingtheroof.org