

**FOR IMMEDIATE RELEASE**

**FRISCO LAKES BY DEL WEBB LAUNCHES  
“PROJECT WALK ON” CAMPAIGN ON JULY 21<sup>ST</sup> TO SUPPORT  
“WALK ON!” THERAPEUTIC RIDING CENTER**

(DALLAS, TX – July 13, 2005) -- Frisco Lakes, Del Webb’s newest active adult community, will launch an eight-week fundraiser on Thursday, July 21<sup>st</sup>, to benefit **WALK ON!**, a not-for-profit therapy riding center for children and young adults with disabilities located at Willow Wood Ranch in Celina, Texas. This facility primarily serves people from the Frisco, McKinney and North Dallas area.

Frisco Lakes is donating a riding corral and relocating it to expand Walk On’s current services. The corral was previously located on the Frisco Lakes property currently in the development stages along the eastern shores of Lake Lewisville. Frisco Lakes is now partnering with Walk On to raise the roof! Through September 15<sup>th</sup>, Frisco Lakes and its parent company, Pulte Homes, will be raising funds with support from the Dallas area community to construct a new roof on the corral and support Walk On’s valuable programs.

Costs for transporting the existing corral and rebuilding the roof are far less expensive than constructing a new one.

“A new corral would cost us upwards of \$50,000, so we’re very excited about this generous gift from Frisco Lakes”, says Walk On co-founder Eddie Malphrus. “The additional riding arena will help Walk On accommodate all the needs of individuals involved in therapy and continue with sessions even during poor weather and extremely hot days.”

“Living life to its fullest is what we’re all about at Frisco Lakes,” says Patrick Vedra, Director of Operations for Frisco Lakes. “So we’re extremely excited about being able to support Walk On’s goals of helping people reach their fullest potential.”

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Founded in 2003, Willow Wood Ranch and its **WALK ON!** Therapeutic Riding Center use proven therapeutic riding methods to help children and young adults throughout North Texas increase verbalization, motor skills and mobility. Willow Wood Ranch is a member of the North American Riding for the Handicapped Association, a national non-profit organization that promotes the benefit of horses for individuals with physical, emotional and learning disabilities. More information is available at [www.therapyriding.com](http://www.therapyriding.com).

Located 20 miles north of downtown Dallas, Frisco Lakes will be the first Del Webb Community in north Texas and home to approximately 2,400 residences. The community promotes a healthy, active lifestyle for adults 55 and better, offering amenities that include an 18-hole golf course with clubhouse, large scale amenity center with indoor/outdoor pools, club and activity space, world class fitness center, and a variety of sports courts.

To make a donation to Project Walk On, please make checks payable to “WALK-ON!” and mail to: Project Walk On!, Willow Wood Ranch, 5513 Smiley Road, Celina, TX 75009.