

FOR IMMEDIATE RELEASE

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Walker Brands Partners with Clients to Launch New Brands

Lennar, Uriah's Urban Farms, Prospect Park Development, Rattlesnake Marine Center

TAMPA, Fla. (April 30, 2015) – Walker Brands, a Tampa-based destination and corporate branding firm, is pleased to announce the latest brand launches for its mix of new and long-term clients:

- Ranked as one of the nation's leading homebuilders, **Lennar** recently launched the brand for Storey Park, its new legacy master-planned community in Orlando. Walker completed the initial brand strategy, identity and overall creative concept for the community, conducted a programming and placemaking charrette with the master planning team, and developed the communications materials, website and on-site sales center that brings to life this innovative, nature-inspired community. Walker also assisted Lennar with extending the brand to encompass two additional communities in Central Florida: Storey Lake and Storey Grove.
- **Uriah's Urban Farms**, recently launched its new brand developed by Walker, including a refreshed brand identity, engaging and educational point-of-sale materials for restaurants, and new website designed to better convey the passion and mission of Farmer Dave Smiles and his innovative, highly sustainable indoor vertical farms.
- For **Prospect Park Development, LLC**, Walker developed the brand positioning strategy and identity for The Nolen, a mixed-use apartment complex on 7 acres of prime real estate just east of Downtown Clearwater.
- **Rattlesnake Marine Center** is launching its new brand, including logo, website and new advertising campaign, all developed by Walker to build marketplace awareness of this company that provides maintenance and refitting services for owners of luxury mega yachts. The Center, located at the 7.3-acre former Lazzara Marine Service Center facility on Tyson Avenue on what was known as Rattlesnake Point in South Tampa, is unique in that it has two large travel lifts able to accommodate yachts from 60' - 140' as well as a full millwork shop for refits and other custom furniture and upholstery needs.

"Regardless of industry, we excel in helping clients strategically build distinct, memorable and integrated brand programs, especially those that bring the brand to life in physical places," said Nancy Walker, president of Walker Brands.

About Walker

Walker Brands is an award-winning branding firm that helps clients bring their brands to life across all touch points, including their physical and online environments. Walker "connects people to places" by creating distinctive strategies that inspire memorable brand experiences to attract more customers, build loyalty and drive revenue. For more information, please visit www.walkerbrands.com.