



## **Tidewater by Del Webb Embraces a Health-focused Blue Zones Lifestyle**

ESTERO, Fla., April 3, 2019 – At Tidewater by Del Webb, an active adult community in Estero, residents and staff have fully embraced the Blue Zones lifestyle that encourages changes that lead to a healthier lifestyle.

Popularized in a New York Times best-seller “Blue Zones” from National Geographic’s Dan Buettner, the term describes geographic regions where a sense of community, a healthy lifestyle and spirituality result in a longer life span. The Blue Zones Project is now a community-wide well-being improvement initiative to help make healthy choices easier for everyone in Southwest Florida.

Tidewater Lifestyle Director Michelle Kithcart plans at least one Blue Zones-designated social, educational, and fitness activity each month to fully engage residents in the next chapter of their lives.

Kithcart introduced residents to the idea of “Moai,” or meeting for a common purpose.

“During the Meditation ‘Moai,’ we gather for guided meditation,” said Kithcart. “To prepare for Tidewater’s annual Turkey Trot 5K, I launched ‘Walking Moai’ groups.”

After the Turkey Trot, residents were treated to a reception in the Amenity Center that featured Blue Zones-related vendors and giveaways.

Jackie Novak, chair of Tidewater’s Blue Zones sub-committee, said that since she has always been an advocate of a healthy lifestyle, living in an active Blue Zones community like Tidewater is a perfect fit.

“Exploring the Power 9 Principles – especially the Purpose Principle – has given me so much meaning and direction to my life,” said Novak. “I feel very fortunate that at Tidewater, I am able to participate and share my talents and experience.”

After becoming a Blue Zones Project-recognized homeowner’s association in 2017, Tidewater brought the same healthy best practices to their staff in 2018 by implementing quarterly staff luncheons featuring healthy alternatives, providing volunteer opportunities and offering mediation classes.

“To align our staff with the community’s mission, we knew it was time to practice what we were preaching,” said Kithcart. “We want to inspire our residents to live life to the fullest.”

Tidewater Del Webb offers residents active resort-style amenities, including an impressive coastal-modern two-story clubhouse with spaces for group fitness classes, art lessons and games. Additional spaces include an outdoor barefoot bar, a resort-style pool, sports courts, a community garden and a dog park.

The Tidewater lifestyle is complemented by a choice of eight of Del Webb’s most popular home designs, offering two to five bedrooms, up to four-and-a-half baths, and two- or three-car garages.

Quick move-in homes are available and four fully decorated models are open daily, including the two-bedroom, two-bath Serenity. With 1,542 square feet of living space, the Serenity features an open floor plan and flexible living space to accommodate a home office or overnight guests.

Boasting a spacious owner's suite with an oversized walk-in closet, the 2,488-square-foot Pinnacle blends living and dining spaces in an open floor plan ideal for entertaining, along with three bedrooms and three baths. An optional loft adds another bedroom, bath and space for a private retreat.

With homes starting at \$282,990, Tidewater by Del Webb offers an ideal location close to shopping, dining and entertainment at Miromar Outlets, Hertz Arena, Gulf Coast Town Center and Coconut Point. For more information, stop by 20110 Tavernier Drive in Estero, visit <https://www.delwebb.com/homes/florida/fort-myers/estero/tidewater-by-del-webb-209448>, or call 866-239-1744.

### **About Del Webb**

Del Webb is a national brand of PulteGroup, Inc. (NYSE: PHM). Del Webb is the pioneer in active adult communities and America's leading builder of new homes targeted to pre-retirement and retiring boomers. Del Webb builds consumer inspired homes and communities for active adults ages 55+ who want to continue to explore, grow and learn, socially, physically and intellectually as they look forward to retirement. For more information on Del Webb, visit [www.delwebb.com](http://www.delwebb.com)

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*Tidewater by Del Webb recently was recognized as a Blue Zones-certified worksite. Pictured are Jeremy Morris, Kathryn Halas, Michelle Kithcart, Judy Julison, Jack Boselli, Tammy Manley, Gilbert Aragus*