



MEDIA ADVISORY

Media Contact:
Betsy Culpepper
PR Director, Patterson/Bach Communications
407.645.1880 or betsy@pat-bach.com

Official MetroWest Community Boundaries

WHAT:

Many areas in Southwest Orange County, especially on the East side of Kirkman Road, surrounding MetroWest have been incorrectly referred to as MetroWest. MetroWest is not simply a named “area” of the City of Orlando or Orange County but an actual master-planned community specifically developed in 1985 with clearly defined boundaries. Therefore, neighborhoods, apartment complexes, condominiums and businesses outside of MetroWest’s boundaries, even if only divided by one roadway, are not in MetroWest. Inaccurate use of the MetroWest brand is a detriment to the community’s perception and adversely affects all residents and business owners in MetroWest. The correct and official boundaries of the MetroWest community are shown on the attached map we have provided for ease of reference. Please use this map when in question of what is in MetroWest. Please ensure MetroWest is correctly referred to in all print, online and broadcast references. MetroWest Master Association (MWMA) respectfully requests and appreciates your immediate attention to this correction.

About MetroWest

MetroWest, developed in 1985, is one of Orlando's first master-planned communities and features award-winning landscaping and MetroWest Golf Club, as well as all "A" public schools, Valencia College campus and convenient access to both I-4 and 408 from the West side of Orlando. MetroWest offers a community lifestyle with neighborhood businesses and outdoor recreation options. The diverse community is complemented by a range of living options, from single-family homes of all sizes to apartments and condominiums. For more information, please visit www.metrowestcommunity.com.

###