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FRIGHT NIGHT RETURNS TO SOUTHWOOD'S TOWN CENTER OCTOBER 28

Spooktacular Fun for the Entire Family

TALLAHASSEE, FLORIDA --- (October 3, 2011) – Fright Night returns to SouthWood's Town Center for the fourth year on October 28. This year's event will feature family-friendly entertainment from 6-8:30 pm with adult-friendly entertainment and music taking place at The Wharf Express in SouthWood from 8:30 pm-10:30 pm. Activities at the family-friendly portion of the event include cookie decorating, balloon artists, carnival games, a photo booth, arts & crafts, and a showing of a Halloween classic on a large outdoor movie screen. Activities throughout the evening also include costume contests for all ages and the ever-popular Guess the Weight of the Great Pumpkin. In addition, a haunted house will be a part of this year's festival. Town Center's newest tenant The Wharf Express will host the adult-portion of the event that will feature an adult costume contest at 9:30 pm and live music from DJ Bob Graves until 10:30 pm.

DJ Bob Graves kicks off the festivities at 6 pm. The showing of "It's the Great Pumpkin, Charlie Brown" will be featured on the Town Center outdoor amphitheatre at 7:30 pm. Food is available for purchase at Town Center from Earley's Savannah Style Kitchen, Subway, The Wharf Express and Wings Rock. For those wishing to satisfy their sweet tooth, SoWoSno will be serving up delicious frozen Halloween desserts.

"Fright Night has evolved into an exciting SouthWood family-friendly Halloween tradition," said Abraham Prado, Development Director of SouthWood. "We're grateful for the wonderful businesses and vendors who will be joining us for this fun event for the families of SouthWood and the Tallahassee community."

Also taking place during Fright Night in Town Center is the Capital Region YMCA's Trick or Trot 5K and One Mile Fun Run. Proceeds benefit the Capital Region YMCA's Give to Your Future Scholarship Campaign. The One Mile Fun Run begins at 5:30 p.m. and the 5K begins at 6:00 p.m. For more information, call The YMCA At SouthWood at 850.701.0461.

SouthWood's Town Center is located at 3196 Merchants Row Boulevard, which is located off of Capital Circle Southeast. Merchants Row Boulevard is one traffic light

south of Blair Stone Road on Capital Circle Southeast. For more information, visit SouthWoodFlorida.com | Search: Fright Night.

About SouthWood

SouthWood is a mixed-use community where residents can live, learn, work and play. The community is situated on 3,300 acres of graceful rolling hills lined with moss-draped oaks and over 1,000 acres of community-wide interconnected green space, including numerous lakes, parks and wetlands and a 123-acre Central Park and Lake. Miles of walking trails and bike paths wind throughout the community.

SouthWood offers a championship Fred Couples/Gene Bates-designed semiprivate golf course, a Community Center with pools, and an Education Village providing lifelong learning opportunities. For more information, visit www.SouthWoodFlorida.com

About St. Joe

The St. Joe Company, a publicly held company currently based in WaterSound, Florida, is one of Florida's largest real estate development companies and Northwest Florida's largest private landowner. St. Joe is primarily engaged in real estate development and sales, with significant interests in timber.

More information about the Company can be found on its website at JOE.com.

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