

**FOR IMMEDIATE RELEASE****Media Contact:**

Megan Dawe, Love Advertising

[megan.dawe@loveadv.com](mailto:megan.dawe@loveadv.com)

713-552-1055

**Belterra Announces New Lifestyle Director**

**Austin, Texas – July X, 2019** – [Belterra](#), a premier master-planned community in the booming Dripping Springs area, developed by [Ashlar Development](#), is pleased to announce Ashlyn McDaniel as Lifestyle Director for the community.

In this role, McDaniel will plan events to build relationships between neighbors, solicit event partnerships, design new ways to serve residents interests, maintain a sense of community pride and contribute to further community growth. She will plan 3-4 community events each month based on resident input, including a summer movies series, wine tastings, fitness classes, block parties and more.

Ashlyn earned a bachelor's degree in Recreation, Park and Tourism Sciences from Texas A&M University. She previously worked as an event intern for the Center for Teaching Excellence and as a social media manager at The Stand Hotdogs and Sausages in her hometown of Tyler, Texas. She holds professional certifications in Tourism Management, Professional Event Management, and Hospitality Management.

"It is important to get to know your neighbors, make friends, get outside and interact with the neighborhood," said McDaniel. "I'm passionate about bringing people together and creating an amazing community here at Belterra."

"We are excited to welcome Ashlyn to the Belterra and Ashlar Development team," said Royce Brooks Jr., Senior Marketing Manager, Ashlar Development. "Ashlyn's enthusiasm, event planning background and organizational skills will continue to provide Belterra residents with the best the Hill Country has to offer."

McDaniel resides in downtown Austin and enjoys exploring her new city in her free time.

For more information about Belterra, visit <https://belterratexas.com/> or follow on Facebook [@BelterraCommunity](#) and Instagram [@belterra\\_community](#).

[About Belterra](#)



With a wide selection of properties all constructed by the area's most reputable builders, this 1,600-acre master planned community near Austin offers a wide range of options and a diverse collection of floor plans for growing families of all sizes. Throughout the community, our neighborhoods are strategically designed to link together with parks, playgrounds, creeks, and the many amenities Belterra has to offer. Plus, the fun and unique culture of Southwest Austin is only minutes away.

#### [About Ashlar Development](#)

Headquartered in Dallas, Ashlar Development LLC is the master developer of four well-established and successful master-planned communities: Wildridge in north Dallas, Belterra in southwest Austin, Nichols Vale in middle Tennessee and The Groves in northeast Houston. Combined, these four communities will feature nearly 5,800 homes on approximately 3,200 acres.