

New Madras Community Gets New Name: 'Yarrow'

by Bend Weekly News Sources

“Yarrow” chosen to reflect natural and cultural history of the area

Madras Land Development Company yesterday announced that a name has been selected for the new master-planned community it is developing in Madras, Oregon. The name “Yarrow,” which is a native flowering plant, was chosen to reflect the indigenous history of the area. Traditionally used among the Pacific Northwest Native Americans for medicinal purposes, Yarrow has long history as a powerful healing herb.

“We wanted to choose a strong and distinctive name that reflected the natural and cultural history of the diverse community of Madras,” said Cameron Craig, project manager for Yarrow. “We believe that the name Yarrow displays these characteristics and provides a powerful name for our new community.”

Yarrow, also known as arrowroot.

The herb “yarrow,” sometimes known as arrowroot, is still used today to eliminate toxins from the body and treat colds and flu. The three tribes of the Warm Springs Reservation, located just north of Madras, historically gathered yarrow root as a vegetable staple in their diet. Today, they still celebrate this important native food in one of three annual feasts of thanksgiving. Additional American folklore says that the plant has the ability to banish negative forces.

Along with the name selection, a new logo and introductory informational Web site have also been developed. The logo colors reflect the natural palette of the landscape, while the illustration of the flower helps to reflect the cultural diversity of the area. Those interested in finding out more about Yarrow can visit yarrowliving.com.

About Yarrow

The new community of Yarrow, situated on 900 acres on the east side of Madras, will be a vibrant collection

of neighborhoods incorporating neotraditional design principles. Madras Land Development Company, a joint venture of Brooks Resources Corporation, Eagle Crest and Taylor Northwest, is developing the property. Plans for the community include a variety of housing sizes and types, mixed-use area with retail amenities, pedestrian friendly streets and walkways, and a public golf course. At completion, the project will have approximately 1500-1700 single-family homes, and 100-200 multi-family units. To find out more, call 541-475-7966 or visit www.yarrowliving.com.

New Madras Community Gets New Name: 'Yarrow' by Bend Weekly News Sources