



FOR IMMEDIATE RELEASE

Contact:

Gail Schell at 502.429.6000
Or Gail@hbal.com

-or-

Jessica Embry at 502.429.6000
Or Jessica@hbal.com

Trend Appliances Home, Garden, and Remodeling Show selected for National Home and Garden Show Series™

LOUISVILLE, KY, November 5, 2009 – The Trend Appliances Home, Garden, and Remodeling Show, produced by the Home Builders Association of Louisville annually, was one of only 30 home shows to be selected for the “National Home and Garden Show Series™” for 2010. The newly launched Series combines 30 of the most prominent and best-produced independent Home and Garden Shows across the country. The series was created by USA Exposition, a Cleveland-based marketing company, whose founder and managing director, Brian Roggenburk, touts more than 30-years experience in event marketing.

“The Trend Appliances Home, Garden, and Remodeling Show was chosen to be included in this prestigious series because of its notoriety for attracting large-scale exhibitors from both the local and regional markets and for bringing in qualified customers annually,” said Gail Schell, vice president of events and operations for the Home Builders Association of Louisville. “With the addition of the ‘National Home and Garden Show Series™’ designation for our local Show we now have the potential to attract national marketing support,” added Schell.

The combining of the 30 premier shows in the country provides the opportunity for national companies to easily gain exposure coast-to-coast and meet their customers face-to-face at each local Show. Brian Roggenburk, president of USA Expositions explains the “National Home and Garden Show Series™” as a “one-stop shop for companies providing a national marketing platform, providing a collective media expenditure/sponsorship benefit of \$5 million and direct access to more than 1.5 million show attendees.”

Each year the Trend Appliances Home, Garden, and Remodeling Show, which is hosted in the North and South Wings of the Kentucky Exposition Center, attracts nearly 30,000 attendees over a three-day period. We anticipate a very strong Show next year, which will run March 5-7, 2010. “As we emerge from the difficult economic times that we have all faced, this Show can really boost the local economy,” said Charles Kavanaugh, executive vice president of the Home Builders Association of Louisville, “this spring brings businesses the opportunity for local buyers to touch and see the products that they want in their homes, which is an important part of the purchasing process, especially when dollars are tight.”

For more information about the “National Home and Garden Show Series™,” including a listing of all participating independent shows, event dates, and locations, visit www.premierhomedshows.com. For direct information about the Trend Appliances Home, Garden, and Remodeling Show, visit www.LouisvilleHomeShow.com.

###