



NEWS RELEASE

Home Builders Association of Fargo-Moorhead

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For Immediate Release

Fall Parade of Homes features 38 homes, 21 builders

F-M Metro Area - Consumers have a chance before the leaves fall to view a showcase of new homes in the Fargo-Moorhead area. Hosted by the Home Builders Association of Fargo-Moorhead, the Fall Parade of Homes will be two weekends, Sept. 11-12 and 18-19. Hours are noon - 5 p.m. each day. Admission is free.

Sponsored by Xcel Energy, the Fall Parade includes 38 homes in a wide range of prices throughout the communities of Fargo, Moorhead and West Fargo. The homes are built with pride by 21 HBA of F-M builders, each with his or her distinct style. Bright yellow and blue directional signs and pennants will mark homes participating in the parade.

A promotional brochure including a map and basic home information will be available in The Forum Sept. 5. Beginning Sept. 7, consumers can pick up complimentary Parade of Homes magazines detailing each home entry at all Hornbacher's stores, and can access the Parade of Homes' website at www.hbafm.com.

The magazine and website are Parade features designed to help consumers explore the event and its entries. The magazine is a full-color, glossy publication with a half page dedicated to each home entry. Homes are 3-D renderings, represented in full color, with floor plans for builders who choose to include them. It includes a detailed map to each Parade entry, as well as a condensed listing of all homes entered in the event.

The interactive website allows consumers to browse homes, view maps and look for builders. It will be available online until the next Parade begins in the spring of 2011.

The HBA has hosted an annual Fall Parade of Homes for 11 years; call the HBA of F-M at (701) 232-5846 for more information.

The HBA of F-M is a non-profit trade association of over 800 members that has been in existence since 1956. Its mission is to provide quality services, benefits and education to members and the community while representing the collective interests of the home building industry.

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For any questions regarding this release, please call Krista Mund at (701) 232-5846.