



# NEWS RELEASE

## Home Builders Association of Fargo-Moorhead

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**For Immediate Release**

## Fall Parade of Homes set for Sept. 10-11, 17-18

**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. 10-11 and 17-18. Hours are noon - 5 p.m. each day. Admission is free.

The Fall Parade will include a wide range of prices throughout the community. The homes are built with pride by HBA of F-M Builder members, each with his or her distinct style. Bright yellow and blue directional signs and pennants will mark homes participating in the Parade.

### Magazine Details

Parade of Homes magazines detailing each home entry will be available at all Hornbacher's stores beginning Sept. 6. The magazine will be a full-color, glossy publication with a half page dedicated to each home entry. Homes will be represented in full color, with 3-D renderings. Builders also have an option to include a floor plan with home listings. The magazine will include detailed maps to each Parade entry, as well as a condensed listing of all homes entered in the event. An insert with home listings will be published in The Forum Sept. 4.

### Web Details

Consumers may access the Parade online at [www.hbafm.com](http://www.hbafm.com) beginning Sept. 6. The interactive website will allow consumers to browse homes, view maps and look for builders.

A free Parade application for Apple devices such as the iPhone, iPod and iPad is also available at [www.hbafm.com](http://www.hbafm.com).

The HBA has hosted an annual Fall Parade of Homes for 12 years; call the HBA of F-M at (701) 232-5846 or visit [www.hbafm.com](http://www.hbafm.com) 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. Its public events include the Spring Parade of Homes, Fall Parade of Homes, Red River Valley Home & Garden Show and the Fall Home Show.

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