



NEWS RELEASE

Home Builders Association of Fargo-Moorhead

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For Immediate Release

2012 Home & Garden Show welcomes HGTV architect/designer, master gardener to 51st annual event

Fargo, N.D. – Whether your passion is home improvement or achieving gardening greatness, the 51st annual Red River Valley Home & Garden Show brings two first-rate experts to your back door Feb. 24-26. HGTV hosts John Gidding (Curb Appeal: The Block) and William Moss (Dig In) will share their expertise during seminars that cover bumping up your home's attractiveness, mastering container gardens and successfully growing fruits and veggies.

Gidding

In a seminar titled "Behind the Scenes Secrets from HGTV's Curb Appeal: The Block," Gidding shares detailed dish from fan-favorite projects, covering everything from hidden obstacles, to money-saving tips and more. A second session titled "Tips for Improving Your Home's Curb Appeal" gives attendees tried-and-true tricks he has used to guide homeowners through projects that instantly make their homes more attractive.

Gidding presents at home, garden and flower shows across the nation. Born in Istanbul, he attended American schools in Turkey and Switzerland before entering Yale University, where he received a bachelor's degree in architecture. He also earned a master's degree in architecture from Harvard's Graduate School of Design. Before beginning his career in television, Gidding was previously a fashion model and worked the runways for Armani and Gucci. He has also appeared on HGTV's "Designed to Sell." As owner of the New York City-based John Gidding Design Inc., he has done numerous residential renovations there and around the country.

Moss

Moss's seminar, "Any Size, Anywhere Edible Gardens," will show attendees how to bring the taste of homegrown freshness to their gardening experiences. Divided into two parts, the first seminar shares tips and techniques for growing fruits and vegetables; the second covers selecting the best plants and varieties for this area. His other two-part topic, titled "Best Container Plants for Food & Flowers," will address proper plant selection and care for growing containers.

Moss was raised in South Carolina and now lives in Chicago. He graduated from Northwestern University, went on to teach sixth grade, and later completed the Chicagoland Master Gardeners program which led to a career as a horticultural educator for the Chicago Botanic Garden. Moss uses landscaping know-how and his charming personality to engage, educate and entertain audiences with relevant, informative content. In addition to his HGTV gig, Moss has appeared on the Discovery Channel, TLC, CBS's The Early Show and on QVC.

Event details and conveniences

- Show hours are 3-9 p.m. Friday, Feb. 24; 9 a.m.-6 p.m. Saturday, Feb. 25; and 11 a.m.-5 p.m., Sunday Feb. 26.
- Gidding's seminars will run Friday and Saturday, while Moss's seminars will be Saturday and Sunday. Visit www.hbafm.com or see the show guide for a complete seminar schedule.
- Show guides will be published in The Forum Feb. 19 and become available at all Hornbacher's Feb. 20.
- Admission is \$8
 - \$1-off coupons will be available in the show guides and at www.hbafm.com (starting Feb. 20).
 - Two-for-one admission specials will be 3-5 p.m. Friday, 9-11 a.m. Saturday and 3-5 p.m. Sunday (\$1-off admission coupon not valid during two-for-one hours).

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- Platinum sponsor Accent Kitchen & Bath offers kitchen and bath seminars for consumers.
- Children can enjoy a playground with childcare offered by the YMCA of Cass & Clay Counties and North Dakota State University's Human Development and Family Science Club.
- Entrances on the east and west sides of the Fargodome will be open for consumer convenience.
- Visit www.hbafm.com for more details. Contact Alison at (701) 232-5846 or alison@hbafm.com for more information on exhibiting. For sponsorship information, contact Jenny at (701) 232-5846 or jenny@hbafm.com.

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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For answers to any questions regarding this release or to set up an interview with Gidding or Moss, please contact Krista Mund at kristam@hbafm.com or (701) 232-5846. For more details on the speakers, visit www.johngidding.com and www.wemoss.org.