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## **FOR IMMEDIATE RELEASE**

# **Parade of Homes returns to Denver in new format** *More homes to see and it's FREE*

*DENVER*, March 23, 2010 – The Home Builders Association of Metro Denver (HBA) announced today that its hallmark event, The Parade of Homes, is returning to Denver in a new format. The 2010 Parade will be held August 14 – Labor Day (September 6).

Clarence Hughes, chairman of the Parade of Homes and an HBA board member said, “We’re bringing back the favorite elements of the Parade, but we’re adding more homes for visitors to see throughout the metro area and admission to the Parade will be free.”

Hughes said a call for entry has been submitted to HBA member builders, with special invitations to community developers, real estate agents and banks to also participate with new, never-lived-in homes eligible for the Parade. He said homes will range in price from under \$300,000 to more than \$1.5 million. Homes in the higher range (\$1 million and above) will be considered for the category of ‘Dream Home.’ These homes will be similar to the impressive appeal of Parade homes seen in the past. Visitors who want to see a ‘Dream Home’ will be asked to give a \$5 donation which will be donated to a charity to be announced soon.

Vicki Pelletier, vice president of operations for HBA and director of the Parade of Homes, said, “We may have as many as 100 homes for visitors to see. They will be in all price ranges and they will be located throughout the Denver metro area.”

Due to last year’s down market in real estate and home building, the HBA took a hiatus from its traditional Parade because builders could not get financing to build million-dollar homes. Instead, the HBA promoted a multi-site tour of luxury homes that were already on the market.

“This year’s Parade,” Pelletier said, “will still give the public the ‘wow factor’ they look forward to seeing each year. The ‘Dream Homes’ will be fully decorated, furnished and landscaped, and full of great ideas. But, the new Parade also gives the public the opportunity to see great new homes, in a variety of prices and styles, from established neighborhoods to new communities. All of the homes will be available for sale.”

Hughes said, “We think the new Parade of Homes will be available to more people and still showcase some of the best building practices available today from our premier professional home builders.”

More information will be released soon.

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