

PARADE OF HOMES



MEDIA CONTACT

Marta Sipeki or Jim Czupor
The InterPro Group
303-759-8989
pr@interprogroup.com

FOR IMMEDIATE RELEASE

Parade of Homes Announces 2011 Dates

DENVER, February 3, 2011 – The Home Builders Association of Metro Denver (HBA) announced today that its hallmark event, The Parade of Homes, will be held August 11 – Labor Day (September 5). The Parade will showcase new homes from Loveland to Castle Rock and admission will be free.

Darryl Jones, chairman of the Parade of Homes, a past president of HBA and a development manager for Coventry Development Corp. said, “This year’s Parade will be even better and we’re adding new features to make the experience that much more rewarding for the public and our participating builders.”

Jones said a call for entry has been submitted to HBA member builders, with special invitations to community developers, and real estate agents to participate with new, never-lived-in homes.

Homes will range in price from \$150,000 to more than \$1 million. Homes in the higher range (\$1 million and above) will be considered for “Dream Homes.” A new feature will be “Dream Communities” where multiple homes all valued at \$500,000+, with at least one half of them exceeding \$1million, are located in a single master-planned community.

Vicki Pelletier, vice president of operations for HBA and director of the Parade of Homes, said, “Last year’s Parade had 57 homes and it attracted more than 60,000 visitors, with an average of 1,000 visitors per home. We’re building on that success with more ‘wow factors’ and great ideas that Parade visitors expect.”

More information will be released soon.

###