



March 27-28, 2010
www.TheHomeAndGardenShow.com

NEWS

For Immediate Release

Rochester Home & Garden Show Announces More New Features & Demonstrations Showcasing Regional Expertise

Show's "Open House" Not To Be Missed
High Schools to Compete on Garden Structures
Flower City Habitat to Partner
Exhibitor Booths Available Now

Rochester, NY – January 25, 2010 – Competitions, seminars, an “Open House” and cooking demonstrations are the latest highlights just announced that people will see at this year’s Home and Garden Show. The Show is coming soon to the Rochester Riverside Convention Center March 27 and 28.

The Home and Garden Show, presented by the Rochester Home Builders’ Association (RHBA), will be different than previous shows because it will feature and involve more regional expertise including The New York Wine and Culinary Center, and involve and benefit more local non-profit organizations including BOCES Schools and Flower City Habitat for Humanity.

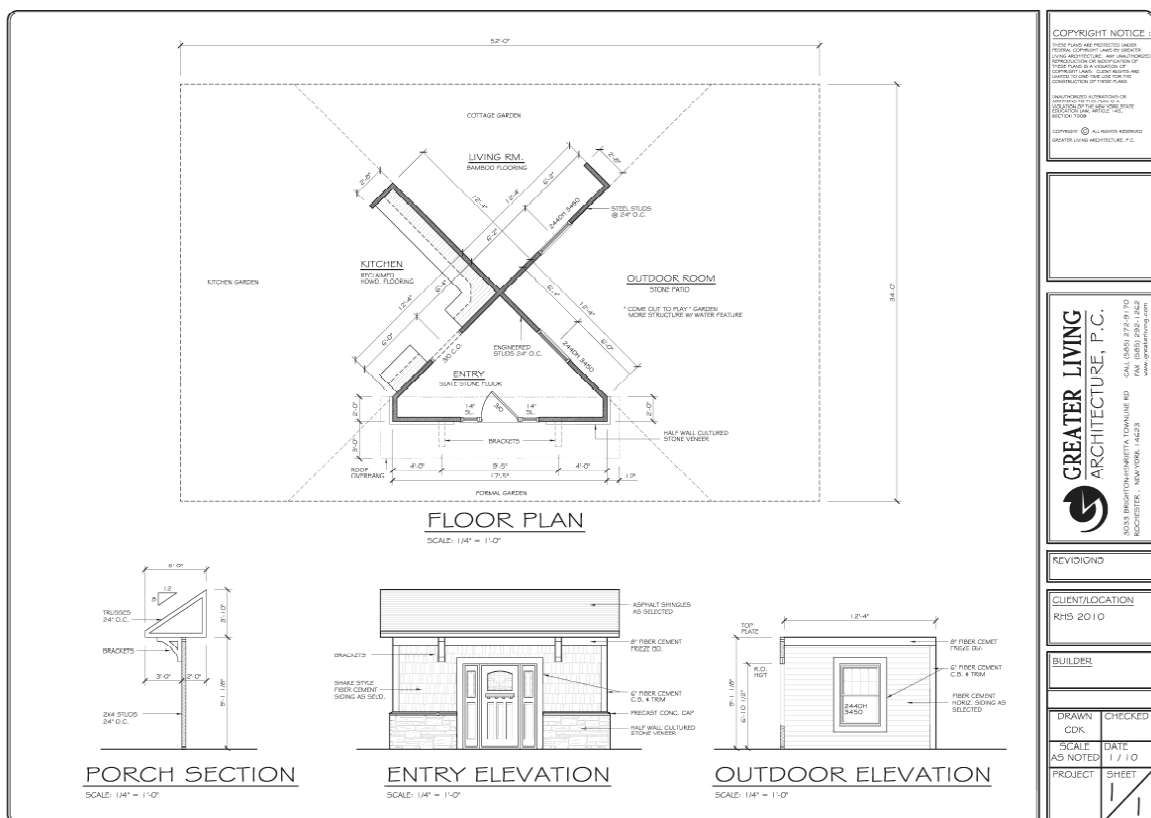
Cooking at Home

The New York Wine & Culinary Center (NYWCC), located in Canandaigua, NY, promotes New York State’s rich agricultural resources. The Center’s Executive Chef, Carlo Peretti, will demonstrate simple, healthy recipes the whole family can enjoy and discuss how to enjoy seasonal foods and source local products and ingredients. The schedule for demonstrations will be available at www.TheHomeAndGardenShow.com closer to the show’s dates.

Meet Me at “The Open House”

With the help of numerous building disciplines, the Show’s “Open House” is not to be missed. Four open rooms each leading out to coordinating garden, and a proper entryway, will be on display in a cut-away format. The 1,768 square feet display will be 34 x 52 feet and located in the center of the Convention Center’s Empire Hall. It will show the collaboration among design and building professionals and how people can turn their ideas into reality.

- The rooms will incorporate a wide variety of products and services for the home, including windows, doors, and interior design.
- See how hiring professionals is to your financial benefit.
- See eco-friendly ideas.
- Learn how to save money.
- Get landscaping ideas - from a formal garden to a kitchen garden and everything in between.
- Enjoy espressos and other coffee creations served alongside innovative kitchen appliances.
- Design by Dani Polidor of Suite Artistry
- Kitchen design coordinated with Kitchen Thyme
- Experience 630 square feet of walking areas designed by Broccolo Tree and Lawn Care's hardscape team featuring green building concepts, natural tile and stone, rain barrels, vegetated green roof panels, and outdoor fireplaces. To promote growing your own for sustainability, shrubs, perennials and cutting flowers to be used in the home will be part of the landscaping arrangement.



Local High Schools to Compete on Garden Structures

BOCES Schools, including Edison, Wayne Finger Lakes, Monroe #1, and Monroe #2 Orleans, will be working in competition with one another at the show as attendees observe their progress towards building a home and garden related structure (i.e. garden shed). The exact structure is yet to be determined, as the students of the BOCES schools will be choosing what structure will be built.

Flower City Habitat for Humanity (FCHH) will collaborate with RHBA and the Home & Garden Show on a contest challenging high school technology/construction trades and art students to design, build and decorate planters. The “Planters: From Primitive to

Palatial” contest is open to all Monroe County high school students whose creations will be displayed during the show and sold to benefit FCHH’s home building work this year.

“We are so fortunate to have a relationship with the Rochester Home Builders Association who has generously invited us to be a partner in this year’s Home and Garden Show, “ said Teresa Bianchi, Development Manager for Flower City Habitat for Humanity.

“The RHBA has been a long time supporter of Flower City Habitat for Humanity. Our involvement in the 2010 Home and Garden Show is an opportunity to partner in raising public awareness about the issue of substandard housing in our Rochester community and at the same time raise the funds necessary to do something about it,”

Staff and volunteers from Habitat’s ReStore, a home improvement retail outlet open to the public, will also participate in the show, building awareness about donating items to the store and the home improvement bargains to be found there. To learn more, visit www.rochesterhabitat.org or call (585) 546-1470.

DesignNY Sponsors Educational Seminars

DesignNY Magazine, a resource guide for fine home design, furnishings, products and services, will be sponsoring a series of seminars led by various design professionals. Some will cover the trending “Green Theme.”

- Gardens for the 21st Century; Green Roofs, Rain Gardens, and Water Conservation
- Hybrid Energy Home
- Designing with Tile with an Eye on Greener Products.

If it’s your kitchen that’s in need of a little TLC, on Saturday March 27, the NYWCC will be sharing the Lilac Ballroom at the Convention Center, with Rees & Company which will be holding a two-part seminar called Your Kitchen: Getting Started On Your Design. Sunday Rees will conclude their seminar with Pros and Cons of Kitchen Products.

Seminar and Show Schedule

Visit www.TheHomeAndGardenShow.com in mid-February.

Tickets

Tickets for the show will be \$7 at the door. Advance ticket sales information to be announced at a later date.

Exhibitor Space Information

Exhibitor booths are available. Visit www.TheHomeAndGardenShow.com or call 1-800-377-6980 for information.

Sponsorship Opportunities Available

Select sponsorship packages are also available for businesses. For information call 585-272-8222.

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