



Press Release

FOR IMMEDIATE RELEASE

Contact:

Natalie Riley
MBA Communications Manager
262.522.3623
nriley@MBAonline.org

MBA Home Building & Remodeling Show Opens Friday

The premier destination for people looking to build or remodel their home

(Waukesha, Wis.) January 8, 2018 – The Metropolitan Builders Association (MBA) Home Building and Remodeling Show takes place at the Exposition Center at Wisconsin State Fair Park this weekend, January 12 to January 14, 2018. Presented by Nonn’s, this show is the premier destination for those looking to build or remodel their home.

The show will allow visitors to connect with the area’s top building, remodeling and design professionals. Cooking demonstrations, interactive displays, and seminars will give consumers information to construct their ideal home for their lifestyle. Visitors can learn about trends in building and remodeling, innovations in appliances, how to improve residential energy efficiency, trends in interior design and décor, landscaping ideas, and entertainment inspirations.

“The MBA’s Home Building & Remodeling Show is really the one stop shop for people who are looking to build, remodel or update their home,” said Jonathan Synovic, MBA President. “It gives people the chance to interact with top experts, ask questions and get advice for their next home project.”

The MBA is proud to present these featured areas at this year’s show:

- **Step Beyond Green ~ to Healthy** - Returning for its fourth year, the Step Beyond Green ~ to Healthy home, presented by Source 1 Project Solutions, Inc., continues to educate and fascinate in 2018. Visit the Step Beyond Green ~ to Healthy home to learn what healthier building looks like and better understand how your home, and the products and materials in it, could be affecting your family’s health. A team of local contractors who specialize in this build process will be present to help answer questions.
- **Callen Construction Culinary & Seminar Stage** – Attend free seminars presented by MBA experts and cooking demonstrations featuring some of the Metro Milwaukee area’s top culinary talent! Presented by Callen Construction, Inc., watch area chefs demonstrate how to make some of their favorite recipes and learn the importance of kitchen design and functionality. Other seminar topics may include trends in design-build-remodel, innovations in appliances, residential energy efficiency, interior design and décor trends, landscaping ideas, entertainment inspirations and more. Visit MBAhomeshow.com for a full schedule of events.
- **West Elm Home Furnishings Area** – Update your home with the help of west elm! A branch of Williams-Sonoma, Inc., they’re focused on the intersection of modern design, affordability and community. Everything they sell—from sofas and table to bedding and vases—is made with one gold in mind: to help their customers express their personal style at home and in the world.
- **Landscape Parks** – View amazing displays built on the Show floor for you to see in-person. Gain ideas for remodeling your outdoor living space with updates to your landscaping/hardscaping.
- **Marketplace Pavilions** – Back by popular demand, the Marketplace Pavilions provide a relaxing atmosphere for attendees to sample food and beverages from a variety of local vendors, including David Breen Wines, Gourmet Blends of Wisconsin, Grandma Dottie’s Dips, Heavenly Roasted Nuts, Oberweis Dairy, Tastefully Simple, and the Spice & Tea Exchange of Wisconsin. Enjoy samples and purchase products to take home after the show. While you’re there, stop by and register for a complimentary trigger point massage with Acupuncture

and Holistic Health Associates.

- **Parade Park** – New to the Show in 2018, event goers will get a sneak peek into the 2018 Parade of Homes scheduled to run August 11- September 3, 2018. Learn about the subdivisions that will be featured in the 2018 Parade, obtain more information about model homes and available lots, as well as the builders who will be participating in this exciting event. In addition, stop and buy your Parade tickets early and receive a 50 percent discount on the cost of gate admission. Visit MBAparadeofhomes.com for more information about the 2018 Parade of Homes.
- **Relaxation Retreat Home Spa Area** – Find the perfect hot tub or spa for your lifestyle and budget. Take the first step towards your ultimate spa experience.
- **Food House - Hunger Task Force Donation Center** - The “Food House” sponsored by Bartelt. The Remodeling Resource and Weather-Tek Design Center, Inc., resembles a miniature-framed house, and is filled each year during the MBA Home Show with thousands of pounds of food donations. Bring your donation of 2 non-perishable food items for a \$2.00 discount on gate admission to the MBA Home Show.

More information about the featured areas, and a full schedule of events can be found at MBAhomeshow.com.

Admission is \$12.00 for adults, and \$8.00 for seniors at the gate and at MBAhomeshow.com. Attendees can receive \$2 off the gate admission price when they donate two non-perishable food items at the door to help build the food house for Hunger Task Force. Admission for children 12 and under is free. Visit MBAhomeshow.com for more information.

The Show is open Friday, January 8 from 12:00 p.m. - 8:00 p.m.; Saturday, January 9 from 10:00 a.m. - 8:00 p.m.; and Sunday, January 10 from 10:00 a.m. - 5:00 p.m.

ABOUT THE METROPOLITAN BUILDERS ASSOCIATION (MBA)

The Metropolitan Builders Association, located in Waukesha, Wis., is a not-for-profit trade association that represents nearly 1,000 companies involved in the construction, development, and remodeling of single and multifamily housing and light commercial property in Waukesha, Washington, Ozaukee, Jefferson, and Milwaukee counties. Collectively, its members employ tens of thousands of workers in the Milwaukee area and conduct millions of dollars of business each year. For more information, visit MBAonline.org or the Metropolitan Builders Association’s Facebook page www.facebook.com/MetropolitanBuildersAssociation.

###