



**FOR IMMEDIATE RELEASE**

**The Metropolitan Builders Association Announces the 2020 Virtual Parade of Homes**

*The MBA Parade of Homes is moving to a virtual format in 2020!*

**WAUKESHA, WI (July 30, 2020)** — Due to the ever-changing nature of the COVID-19 pandemic and to ensure the overall health and safety of members, staff, and attendees, the MBA Parade of Homes will be shifting to a virtual experience in 2020.

“2020 has been a whirlwind year full of unexpected and surprising events. It’s no wonder that the word ‘home’ means more to most of us than ever before,” said Kathy Raab, Executive Director of the Metropolitan Builders Association. “We’ve had to reinvent life, reinvent home, and reinvent the 2020 Parade of Homes. The MBA is excited to unveil our first-ever MBA Virtual Parade of Homes, offering the general public an opportunity to attend the construction industry’s premier virtual event of the season!”



Beginning on August 15th, the 2020 MBA Virtual Parade of Homes offers visitors a reimagined way to imagine themselves in a new construction home. Free to the general public, there’s no ticket needed to explore the 18 new homes that our area’s top home builders will be unveiling at the Virtual Parade of Homes.

The 2020 Virtual Parade of Homes also gives visitors a front-row seat to the latest trends in interior and exterior design, sustainable building techniques, energy efficiency, and cutting-edge in-home technology. Simply visit [MBAParadeofHomes.com](http://MBAParadeofHomes.com) and explore 3D virtual tours, home designs, floor plans, photos, videos, and more!

Builders will be hosting open models with limited capacities per home. Open hours and appointment information can be found on individual builder websites.

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