

# Press Release

## Home Show 2018: The Builders' Edition

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- Midland, Ontario, January 3, 2018

What's better than watching home renos on TV? It's talking face-to-face with talented tradespeople, landing sweet deals, and seeing your house turn into the home of your dreams.

And now, thanks to a new partnership forged between the Midland District Shrine Club (MDSC) and Midland Penetanguishene District Builders' Association (MPDBA) that just got a lot easier to do!

The Shriners have hosted the Midland Spring Home Show for about 20 years, and wanted to "shake things up" for 2018.

"We wanted to take this year's event and kick it up a few notches," said Don Powell, Chair of the Home Show.

"We want the Midland Spring Home Show to be "the place to be" where people connect with respected trades, creative artisans and award-winning local businesses involved in the home improvement industry" said Powell. "Showcasing homegrown talent is also very important to us. That is why we approached the Builders' Association and asked them if they would like to become partners, and establish an "Experts Alley" at the event."

"I see the invitation as a perfect fit for our organization" said Kevin Mateff, President of the MPDBA.

"From windows to doors, roofs to floors, landscaping, decks, HVAC ... I think the people in Tiny, Tay, Midland and Penetanguishene will be impressed with the quality of workmanship and products our members deliver," said Mateff. "As your neighbours and friends, we are offering you great customer service, discounts, bonuses, and prizes, plus the chance to shop local."

Fun Fact: With a soft spot for kids, and the desire to build community, the Shrine Club's 2018 "Builder's Edition" of the Midland Spring Home Show will be launching its **Minds Alive! Lego Contest!** "The competition is designed to tap into that inner architect in children, youth and adults," said Powell, "while fostering an appreciation for the trades."

Categories and guidelines for the Lego competition are to be revealed on the "midlandhomeshow" Facebook page, in February, just in time for Family Day. In the meantime, circle Friday, April 20, and Saturday, April 21 on your calendar. That's when the 2018 Midland Spring Home Show is set to take place at the North Simcoe Sports and Recreation Centre. Admission is Free.

To learn more about the Shriners, become an exhibitor, or simply get the scoop on other fun Home Show activities, please visit [www.midlandhomeshow.ca](http://www.midlandhomeshow.ca).

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