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NEWS

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HOME IMPROVEMENT DREAMS CAN SOAR AT THE CENTRAL FLORIDA HOME & GARDEN SHOW MARCH 19-21, 2010

***Sandra Rinomato, host of HGTV's Property Virgins, to appear
Harris Rosen's Little Haiti House to be on public display for first time***

ORLANDO, Fla. (February 23, 2010) – As the economy recovers, Orlando consumers are finding the resources to improve their best investment -- their primary residence. Central Floridians can let their imaginations take flight at the 2010 **Central Florida Home & Garden Show**, returning March 19-21 to Hall North B in the Orange County Convention Center's North/South complex off Universal Boulevard. The springtime edition of Central Florida's premier home improvement event serving residents since 2003 boasts the area's largest selection of the latest products and services for virtually every area of the home, indoors and out, all under one roof.

Sandra Rinomato, real estate expert, author and host of the highly rated and popular show *Property Virgins* on HGTV, will share her knowledge and expertise during appearances on Saturday at 11 a.m. and 3 p.m.

Just in time to help Central Floridians returning to their gardens after the harshest winter in years, the *Central Florida Home & Garden Show* will be blooming with expert tips and new products and services. Presentations on the Garden Stage throughout the weekend will include **Orlando's popular expert green thumb, Tom MacCubbin on Friday only**; a Disney Floral & Gifts demonstration inspired by the Epcot® International Flower & Garden Festival; Karina Veaudry from the Florida Native Plant Society; The Gourmet Gardener and organic container gardening expert Barbara Baker; and The Landscape Renovator Andy Robinson. The University of Central Florida Arboretum will present a 1,500-square-foot **wholesale garden center** with plants on sale, and guests can stroll through more than **6,000 square feet of spectacular gardens** designed by six local landscaping companies. Each company will have representatives on hand to offer advice on getting started to transform outdoor living spaces – considered by experts to be the best “bang for the buck” renovation.

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For the first time, **the public will be able to see the Little Haiti House**—a low-cost, eco-friendly, earthquake- and hurricane-resistant home developed for use in Haiti by Orlando hotelier and philanthropist Harris Rosen. Attendees may walk through the 36' x 12' model home and see how renewable energy sources such as wind and solar power, as well as plant-based fuels, make this a smart and affordable solution to Haiti's rebuilding effort. Donations will also be accepted, with 100 percent of contributions going directly to the Rosen Haiti Relief Fund.

Guests can also see the house and support the Relief Fund while sampling gourmet cuisine on Saturday, March 20 from 6-9 p.m. during a special **after-hours fundraising event, "Rosen Hotels' Homeowners for Haiti."** For just \$25, which includes free admission to the show, guests can sample a mix of sweet and savory dishes from the award-winning Rosen Hotels' restaurants, including Jack's Place at Rosen Plaza, Everglades at Rosen Centre and A Land Remembered and Cala Bella Italian bistro at Rosen Shingle Creek. Complimentary wine and non-alcoholic beverages are also included. Guests will also get a chance to mingle with the acclaimed chefs as well with the event host, Scott Joseph, renowned Central Florida food critic. This first-of-its-kind event was created specifically to benefit the victims of the Haiti earthquake through the Rosen Haiti Relief Fund. Tickets for this special event are limited and must be purchased in advance online. To purchase, go to www.FloridaHomeShows.com and enter in the special code, HAITIHOUSE.

Scott Joseph will also be on site on Friday and Sunday to host the show's Grilling Garden area, where top area chefs John Rivers of 4 Rivers Smokehouse, Executive Pastry Chef Laurent Branlard of the Walt Disney World Swan and Dolphin Hotel, and Chef Tim Keating of Flying Fish Café at Disney's Boardwalk will serve up recipes, tips and yummy samples.

Several other tasting events and food demonstrations are on tap - literally - for show guests. Customers ages 21 and over can kick off the weekend on Friday from 6-9 p.m. at the **Real Radio 104.1 and Michelob Brewing Company Beer Garden**, where they can sample a variety of premier beers compliments of City Beverage, Anheuser Busch and WTKS-FM, plus meet Dirty Jim from the "Monsters in the Morning." On Saturday at 12:30 p.m., radio personalities Scott McKenzie and Dana Taylor, along with two station listeners and chefs from CRAVE Restaurant in Orlando and Stone's Throw Bistro in Sanford, will compete in "pan-to-pan" combat in the **MIX 105.1 Scott and Dana Iron Chef Competition**, presented by the Florida Beef Council. And on Sunday at 11:30 a.m. and 3 p.m., guests ages 21 and over can sample the latest wines from Robert Mondavi Winery and pick up wine and food pairing tips from Master Sommelier Brian Koziol. Show guests can also enter a drawing to win two tickets to Wine & Dine on 9 Presented by Robert Mondavi Winery, taking place during the Arnold Palmer Invitational Presented by MasterCard.

Golf enthusiasts can hit the links while helping out a great cause by stopping by a putting green and enter the “**Birdies for Babies**” contest benefitting the **Arnold Palmer Medical Center Foundation**. Foundation representatives will also be at the show displaying and selling beautiful 24’ oak trees -- \$900 includes delivery and installation by A&R Landscaping -- with half of the proceeds benefitting their organization.

As they enter the show, guests will step across a **beautiful and iconic butterfly court** made of eco-friendly materials and paints from Sherwin Williams/H&C® Concrete Coatings, setting the perfect tone for their day of fun and exploration.

Automobile hobbyists will get a kick out of the antiques, customs, classics, hot rods and foreign models on display in the show’s parking lot at the Orange County Convention Center, Hall NB on Saturday from 10 a.m. to 2 p.m. The show will offer free admission and parking for the first 25 classic car owners who pre-register by contacting Bob Yost at 407-383-9567 or djwlby@gmail.com.

Attendees to the home improvement extravaganza will have the opportunity to shop, compare and save at **more than 400 exhibits with the industry’s hottest products and services for home and garden**, plus compete in contests, register to win prizes and much more.

“For seven years, our shows have provided Orlando consumers with the helpful advice and inspiration they need to put the ‘wow-factor’ into their best investment,” said Show Manager Kyle Collins. “No other home show can beat the magnitude of ideas and resources we offer to area consumers, from celebrity guests to the hottest new products and services, to helpful information and expert seminars. Our show is simply a ‘can’t miss’ if home improvement is on your radar this spring.”

Show hours are Friday and Saturday, 10:00 a.m. – 9:00 p.m, and Sunday, 10:00 a.m. – 6:00 p.m. Tickets are available at the door, and are \$10 for adults, \$5 for children ages 6-12, and free for children 5 and under. **Seniors (60 and over) are \$5 on Friday only**. Advance tickets can be purchased online for a \$3 discount off full-price \$10 admission at www.FloridaHomeShows.com. Convenient on-site parking is available adjacent to the Orange County Convention Center off Universal Boulevard, and is \$8 per car. For more information, visit www.FloridaHomeShows.com, or call 877-871-SHOW (7469). The **Central Florida Home & Garden Show** and its fall sister show, the **Orlando Home Show** (October 22-24, 2010) are both produced by Marketplace Events.

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About Marketplace Events:

Marketplace Events produces 27 consumer home shows in 18 markets across North America that collectively attract 14,000 exhibitors, 1 million attendees and nearly another 1 million unique web visitors annually. From 12 offices, the 100-person staff produces some of the most successful and longest-running home shows in the U.S. and Canada including shows in Orlando, Minneapolis, Washington, D.C., Philadelphia, Denver, Indianapolis, Vancouver, Calgary, Toronto and Montreal. On the web: marketplaceevents.com.