

# Paul Blomfield PR

PO Box 128 064, Remuera, Auckland  
Showroom: 105 Nelson Street, City  
PH: (09) 377 7533, Showroom: (09) 377 1747  
[www.paulblomfield.com](http://www.paulblomfield.com)  
email: [paul@paulblomfield.com](mailto:paul@paulblomfield.com)  
twitter: @Paulblomfield

**Press Release**  
**August 2011 DRAFT**

## **ASB Showgrounds Gear Up For New Zealand's Biggest Building and Renovation Expo!**

The ASB Showgrounds is a bustling hive of construction, as massive temporary halls are erected, plots are landscaped and entire houses are lowered into place, all in preparation for the 2011 Auckland Home Show.

Australasia's largest selection of everything Home, Living and Renovation, is an absolute "must see" for anyone looking to renovate or build a new home.

Taking a year of solid planning, over 5,000 personnel are working around the clock to fabricate, aggregate and irrigate all the exciting exhibits, surrounds and buildings to house them. That's *one million* combined hours of labour, ready for five huge days of home and renovation exhibition.

Auckland Home Show Exhibition Director, Amanda Magnus, has seen the Show evolve over her eight years with the event, from modest beginnings into the quintessential place to go for consumers and industry alike.

"Every year we refresh our features and seminars in line with the current trends" says Amanda, "I see international standard in many of our exhibitor's displays. They put a great deal of money and effort into creating the right look and feel... it's a real credit to all of them who've again pulled out all the stops in what has been a very tough year."

The Street of Houses has been under construction since July with prefabricated houses being lowered in by crane and others featuring the latest in tiling trends being built completely from scratch on site. With professional landscaping and design, the Street boasts an impressive display unseen anywhere else in the Southern Hemisphere.

Renovation is the number one topic at this year's Home Show. More than \$1.4 billion was spent on home improvements and renovations in 2010 and this year promises to be no different, with people continuing to invest in their homes and renovate despite the current economic climate.

Industry professionals will be offering their expert opinions in daily seminars, covering how to's, colour schemes and interior design tips, as well as advice on how to keep your renovation on budget and most importantly, ensuring its success!

Other exciting features include the inaugural Smeg Cooking Theatre which is set to be a major attraction this year, offering Italian Cooking inspiration on Italian Designed Appliances. The Green Urban Living Seminars and exhibitors will offer great ideas to slash water and energy bills, and the beautifully lush Auckland Landscape Supplies "Walk of Gardens" and the inspirational Designer Living Pavillion will take care of all your garden and interior queries.

Photo attached: Auckland Home Show Exhibition Director Amanda Magnus stands in New Zealand's biggest marquee which will house the Home Show.

### **The Auckland Home Show 2011:**

Wednesday August 31 – Sunday September 4 2011,  
ASB Showgrounds, Auckland

## **Paul Blomfield PR**

[www.aucklandhomeshow.co.nz](http://www.aucklandhomeshow.co.nz)

(Ends)

**For more information, contact;**

Jenny Murfitt, Marketing Manager; Exhibitions & Events New Zealand;

[jennymurfitt@eenz.net.nz](mailto:jennymurfitt@eenz.net.nz); Ph: (09) 976 8358

Paul Blomfield, Public Relations Consultant; [paul@paulblomfield.com](mailto:paul@paulblomfield.com); Ph: (021) 970 871