



IMMEDIATE RELEASE

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General Information:

www.RichmondHomearama.com

Welcome to Richmond Homearama 2017! This year's 10-day new home show features 10 designer furnished dream homes in Richmond's NewMarket Estates. Each home showcases the latest decorating ideas & designs, hot trends and newest technology built specifically for Richmond Homearama!

The show is hosted by the Home Building Association of Richmond (HBAR) and sponsored by CapCenter. "We're proud to be able to support the Richmond Homearama," said Gary Piacentini, CEO and founder of CapCenter, one of the leading mortgage lenders in the Greater Richmond area. "At CapCenter, we believe in helping people achieve the American Dream of homeownership and events like the Richmond Homearama can bring that dream closer to reality."

Where is it? The event is located in NewMarket Estates, a master-planned community, in Chesterfield County. NewMarket Estates offers luxurious living in a quiet, serene setting, and will feature a clubhouse, tennis courts, swimming pool, walking paths and nature trails. Located off Otterdale Road, NewMarket Estates is close to everything

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including Rt. 76, St. Francis Hospital, great Chesterfield Country schools, and an abundance of dining and entertainment choices at Westchester Commons and Commonwealth Center.

Directions to public parking: Sultree Drive, Midlothian, VA 23112

When is it? Richmond Homearama 2017 at NewMarket Estates will be open May 6 – May 21, 2017, Thursdays 11:00 a.m. – 8:00 p.m. and Fridays, Saturdays and Sundays from 11:00 a.m. - 6:00 p.m. Gates are open until two hours prior to closing time.

How much does it cost? General admission is \$10 for adults and free for children under 18. Taste of RVA tickets are \$20 for adults. Advance tickets can be purchased on-line at RichmondHomearama.com with major credit cards. Cash accepted at gate.

What will you see? Ten brand new show homes featuring multiple architectural styles. In addition to the latest interior design trends in furniture, window treatments & painting, you will see hundreds of great new ideas for your home – from the newest flooring and countertop selections to the hottest new floor plans – never before built! This year's homes feature amazing rooms and hot trends including: a hidden pantry, dual masters, dutch doors, outdoor living areas, keeping rooms, incredible architectural craftsmanship and more.

Featured Homes: Some of the area's finest custom builders are creating this year's showcase homes in NewMarket Estates:

- Biringer Builders biringerbuilders.com
- Covenant Building & Design covenantbuildinganddesign.com
- CraftMaster Homes craftmaster-homes.com

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- LeGault Homes legaulthomes.com
- LifeStyle Home Builders lifestylehomebuilders.com
- Perkinson Homes perkinsonhomes.com
- Ray A. Williams Custom Homes rwbuilder.com
- River City Custom Homes rvacustomhomes.com
- South River Custom Homes southrivercustomhomes.com
- TimberCreek Building & Design timbercreekbuilding.com

Who is the charity partner? Richmond Homearama is benefiting ASK Childhood Cancer Foundation. ASK is Central Virginia's largest and most comprehensive provider of support services for children with cancer and their families. The support begins the moment of diagnosis and extends through treatment and beyond.

What will you do? There's plenty to enjoy at our annual home show:

- Tour our ten dream show homes.
- Experience the latest in home innovations & products in our vendor Idea Centers.
- Enjoy lunch from Café Caturra daily and gourmet food trucks and RVA craft beer on Thursday evenings and weekends.
- And, so much more! See our full special events calendar that includes Taste of RVA, a Thursday night concert and something for everyone on the weekends.

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Event Highlights:

May 6 & 7, 12:00 p.m. – 4:00 p.m.

ASK Family Fun Weekend sponsored by Main Street Homes & Village Bank Mortgage: Bring the whole family for some enjoyable activities for everyone! Face painting, Jonathan the Juggler, food trucks and live music featuring **Kari Smith** on Saturday and **Joselyn Oldham** on Sunday for family fun weekend. No additional ticket is required, besides the general admission ticket.

May 11, 5:00 p.m. – 8:00 p.m.

Taste of RVA sponsored by Wells Fargo Home Mortgage. Richmond's top builders and restaurants come together for this amazing night with extended show hours! Enjoy live music by **Joselyn Oldham**. Tickets are \$20 for Taste of Richmond and can be purchased online. Special event admission begins at 4:00 p.m.. This allows for admission to tour the homes as well as tasting menus from Richmond's hottest restaurants. Under 18 years of age free. Get your tickets early because this event sells out quickly. Current restaurant line-up includes: Latitude Seafood Co., Southbound, Mosaic Restaurant, Casa Del Barco, Rappahannock Oyster Co., Gregory's Grill, Tarrant's Café, Kona Grill, Home Sweet Home and Tazza Kitchen.

May 13 & 14, 12:00 p.m. – 4:00 p.m.

Mom's Day Out sponsored by HHHunt Homes: We have some extra love for mothers this weekend at Richmond Homearama! All mothers receive \$2.00 off from Cafe Caturra until 2:00 p.m. and live music with The Usual Suspects on Saturday and the **Pat Russell Band** on Sunday! No additional ticket is required, besides the general admission ticket.

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May 18, 5:00 p.m. – 8:00 p.m.

Brews, Tunes & Tour sponsored by SunTrust Mortgage: Enjoy live music by **Flat Elvis**, beer, food trucks and gorgeous custom homes! No additional ticket is required, besides the general admission ticket.

May 20 & 21, 12:00 p.m.-4:00 p.m.

Bluegrass, Beer & BBQ Weekend sponsored by George Mason Mortgage: Richmond Homearama will be featuring delicious BBQ, craft beer and awesome local, live bluegrass music to celebrate the final weekend. Enjoy music by **The Slack Family** on Saturday and **East of Afton** on Sunday. No additional ticket is required, besides the general admission ticket.

Directions to Richmond Homearama in NewMarket Estates:

Sultree Drive, Midlothian, VA 23112

[LINK](#)

[https://www.google.com/maps/place/Otterdale+Rd+%26+Sultree+Drive,+Midlothian,+VA+23112/@37.4664514,-](https://www.google.com/maps/place/Otterdale+Rd+%26+Sultree+Drive,+Midlothian,+VA+23112/@37.4664514,-77.69756,17z/data=!3m1!4b1!4m5!3m4!1s0x89b171ac73b38bad:0x970b0c6c28b957d!8m2!3d37.4664472!4d-77.6953713)

[77.69756,17z/data=!3m1!4b1!4m5!3m4!1s0x89b171ac73b38bad:0x970b0c6c28b957d!8m2!3d37.4664472!4d-77.6953713](https://www.google.com/maps/place/Otterdale+Rd+%26+Sultree+Drive,+Midlothian,+VA+23112/@37.4664514,-77.69756,17z/data=!3m1!4b1!4m5!3m4!1s0x89b171ac73b38bad:0x970b0c6c28b957d!8m2!3d37.4664472!4d-77.6953713)