



PRESS RELEASE

For Immediate Release, Wednesday 17 June 2009

Herald Sun *home* magazine partners with the Home Show & Garden Expo

"The Herald Sun *home* magazine is proud to be the naming rights partner for the 2009 Herald Sun *home* Show & Garden Expo.

This partnership will provide our readers with a tangible opportunity to experience the latest products and services for building, renovating, and outdoor living" said Matthew Betts, Publisher of the Herald Sun *home* magazine.

Jane Ford, Managing Director of Exhibitions and Events Australia - the Show Organiser – said, "The strength of this strategic alliance is that the Herald Sun *home* magazine provides such a targeted avenue to reach home owners planning to renovate or build. Being Australia's highest circulating newspaper; the Herald Sun - along with its *home* magazine - is the perfect media partner for this iconic event"

The newly named Herald Sun *home* Show & Garden Expo was born in the early 1970's at the Royal Exhibition Building and was previously called the RACV Home Show. As Melbourne's longest running Home Show, the Herald Sun *home* Show & Garden Expo will once again draws thousands of quality house-holders looking for kitchens, bathrooms, building, renovating, garden and outdoor ideas.

Many of the market leaders are already exhibiting and remaining stands will now be keenly sought as suppliers recognise the value of the Herald Sun's involvement in attracting quality home owners and home builders.

The Herald Sun *home* Show & Garden Expo runs from Thursday 20 – Sunday 23 August 2009 at the Melbourne Exhibition Centre.

Key Facts

Dates:	Thurs 20 – Sun 23 August 2009
Venue:	Melbourne Exhibition Centre
Times:	10am – 7pm Thurs & Sun, 10am – 9pm Fri & Sat
Web:	melbournehomeshow.com.au

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For media enquiries, contact Shelley Tilbrook, Exhibitions and Events Australia, on (03) 9276 5520 or email shelleytilbrook@eea.net.au