

PRESS RELEASE

Release Date: Immediate

Contact: Chad Lawler, Executive Director

Madison Area Builders Association

(608) 288-1135

Forward Dane & The 70th Annual Madison Area Parade of Homes

The Madison Area Builders Association ("MABA") is excited to announce that after weeks of discussion with Madison & Dane County Public Health officials ("Public Health") that Public Health has provided approval and procedural guidelines for the Parade of Homes to occur in accordance with Forward Dane phases and social distancing guidelines.

The Parade will occur June 19-28, 2020 and feature 21 expertly-constructed homes across five sought-after neighborhoods in Dane County. It is sure to be a great showcase of the stunning craftsmanship that is synonymous with a Parade Builder! Whether you're looking to build, remodel or just looking for inspiration from new trends, the Parade of Homes is an event for everyone.

2020 Parade of Homes Neighborhoods

Carriage Ridge, Westport

Fahey Fields, Fitchburg

Savannah Brooks, DeForest

Westbridge, Waunakee

Windsor Gardens, Windsor

MABA recognizes the current situation facing the local community and is making health and safety for our Parade attendees, staff, and builders our utmost priority for the duration of the event. As our society slowly moves towards fully reopening, we will be following Public Health guidelines as we strive to provide a safe and enjoyable environment. Precautions will include, but are not limited to:

- Limiting attendees into each home (10 max) and into each Parade site (50 max) within Phase 1. We will have ticket takers tracking the number of attendees in the Parade site at a time and not allowing more individuals in than is allowed under Forward Dane. Builders will be limiting the number of attendees into each individual home.
- New Processes to limit physical interactions with staff and products, including using electronic QR codes to provide information versus paper ballots or paper information.
- Daily cleaning with PureX within each home by builders. As well as intermittent cleaning during the hours of the show using the PureX solution.
- Limiting touch points, like door handles by removing some doors and furniture from the homes. Roping off high touch areas.
- Providing hand sanitizer at the entry of each home and the Parade sites.
- Highly encouraging wearing of masks by all attendees and having all ticket taker staff mandated to wear masks and gloves.
- Requiring social distancing and recommending one-way traffic through homes.
- Employees and attendees who have a fever or other symptoms of COVID-19 are asked to stay home and not attend the Parade of Homes in person.

It is our hope that the current health crisis continues to improve and that the Parade of Homes can be a first step back to normalcy. On behalf of all those involved in the Madison Area Builders Association and the Parade of Homes, we hope for continued health and safety.

For more information, visit www.madisonparadeofhomes.com

*Madison Area Builders Association staff and members are available for interviews.
If you are interested, please contact Chad Lawler at 608-288-1135.*