



FOR IMMEDIATE RELEASE
December, 2011

Media Contact: Jennifer Stack
Relish Minds
(612) 871-6678
(612) 871-9587 fax
jen@relishminds.com
www.lakehomeandcabinshow.com

THE LAKE HOME & CABIN SHOW RETURNS TO MADISON, JANUARY 27-29

MADISON, WI: The Lake Home & Cabin Show®, an annual three-day event that celebrates the lifestyle of second home living, opens its 2012 Midwest show schedule in Exhibition Hall at the Alliant Energy Center in Madison, Wisconsin January 27 through 29.

This is the eighth show season for the Lake Home & Cabin Show in Wisconsin and according to Dave Greer, producer of the show, this annual event continues to grow because of the importance lake homes, cottages and cabins have had in the lives of many people.

“You’d be hard-pressed to talk to anybody from the Midwest who doesn’t have a fond memory of spending time at a lake home or cabin,” Greer said. “This show touches a part of all of us – those who currently own, those who plan on owning and those who simply want to decorate, remodel or get ideas for their primary home.”

(more)

“Madison is a great market for the Lake Home & Cabin Show because of the number of Wisconsin and northern Illinois people who own lake homes and cabins in Wisconsin, Michigan and Minnesota,” Greer said. “The demand for the second home lifestyle has remained strong despite the recession and the impact it has had on the primary housing market. We have a love affair with our cabins!”

“When a lake home or cabin is bought or changes family hands typically the new owners have definite ideas about personalizing their ‘new’ property, but often times they’re overwhelmed and don’t know where to start,” Greer said. “That’s really at the soul of the Lake Home & Cabin Show – to blend the allure of the get-away, second-home lifestyle into a focused event so the crowd can meet the unique businesses in this market – and have a great time doing it!”

Another element of the Lake Home & Cabin Show is its free interactive features, displays and presentations that encourage involvement and interaction of the show attendees. For example, this year animal expert and TV personality Rob Mies debuts his live "Cabin Critters" presentation featuring common critters found at the cabin. Chef Patrick Moore will teach us some new breakfast recipes at the "Wake Up and Smell the Breakfast" cooking demonstrations, and Hollywood actor and environmental activist Ed Begley, Jr. will be at the show on Saturday bringing his message on how to "Live Simply So That Others Can Simply Live."

“From the moment our guests walk through the show entrance they know they’re about to enjoy something special.” Greer said. “We open their senses and make their visit a memorable experience.” For more information about the show go to www.lakehomeandcabinshow.com, or call 952-471-1192.