

## KERRY AND RENÉ EARNHARDT TEAM UP WITH SCHUMACHER HOMES - AMERICA'S LARGEST CUSTOM HOMEBUILDER - TO CREATE THE EARNHARDT COLLECTION BY SCHUMACHER HOMES

- Unique custom plans that focus on home as a retreat and traditional family values
- Landmark collaboration between America's largest custom homebuilder and Kerry and René Earnhardt

Charlotte, N.C. - October 12, 2011 - Kerry and René Earnhardt and [Schumacher Homes](#) CEO Paul Schumacher jointly unveiled today [The Earnhardt Collection by Schumacher Homes](#) at a presentation and press conference at the NASCAR Hall of Fame. This unprecedented collaboration brings together America's largest custom on-your-lot homebuilder and Kerry and René Earnhardt, outdoor enthusiasts and NASCAR insiders, in a unique relationship to offer homes that are designed as a personal retreat.

Kerry and René Earnhardt, of the legendary NASCAR family, were heavily involved in the design process, helping to develop floor plans that embody their passion for casual, outdoor living. The Earnhardt Collection by Schumacher Homes offers customers 22 customizable floor plans that act as a starting point for homeowners to create their dream home, making the design process easy and stress-free. Homes built from the plans begin at around \$80,000, and range from 960 - 3,400 square feet. The designs will be available in all of Schumacher Homes' [32 markets](#) beginning October 12, 2011.

"The Earnhardt Collection by Schumacher Homes presents customers with a home that is a personalized retreat from modern times, where family and friends can come together, and where the beauty of nature is captured every day," says Paul Schumacher, CEO of Schumacher Homes. "Kerry and René Earnhardt embody this collection and represent our brand promise 'Live in what you love' so well. We are thrilled to be working with them to create a home collection that so many Americans can make their own."

"Through this collaboration, we created a series of homes that reflect our way of living, with a focus on nature and the outdoors and all that is important to us," says Kerry Earnhardt. "Schumacher Homes' values and priorities lined up really well with our own, and their processes and expertise made it easy to bring our ideas to life. My passion for the outdoors and love of family is embodied throughout."

**Inspiration behind the Homes**

Each plan in The Earnhardt Collection is named after, and inspired by, a memory or experience from Kerry and René's lives. And like all Schumacher Homes, the plans can be completely customized to fit the needs of the new homeowner.

**Pocono** is a design and plan that's named for the Pennsylvania raceway where Kerry won his first race. This 1,691 square foot, two-bedroom, two-story floor plan was designed in the spirit of togetherness to maximize the home's open family areas and large windows.



**Blue Ridge** is a design and plan that's named for the Blue Ridge Mountains of Virginia where René grew up and fell in love with nature. The single-story, 1,964 square foot home has a multi-gabled elevation that reflects the mountain terrain.



**Giant Sequoia**, one of the larger designs and plans, is named in honor of Kerry's dad. Kerry explains the connection: "When we started designing the homes for this collection, we named this one Giant Sequoia after Dad because for us, he was that strong, steady, towering influence ... Sequoias last, and it's our hope this home will be a lasting presence for other families around the country."



The Giant Sequoia plan starts at 2,464 square feet and features large open windows, three spacious bedrooms, and a master suite with a large walk-in closet and fireplace.

Consumers can browse these homes and 19 other designs and floor plans at [www.earnhardtcollection.com](http://www.earnhardtcollection.com). While on the site, they can hear more from Kerry and René about the collection and find a Schumacher Homes design center near them.

**About Schumacher Homes**

Schumacher Homes, based in Canton, Ohio, is America's largest custom homebuilder, with operations in 32 markets in 14 states across the country. The award winning company has built over 8,000 homes since its founding by Paul Schumacher in 1992 - each one unique to the needs and lifestyle of the owners. The company uses an exclusive process to make it as easy as possible for customers to "Live in what you love." Each Schumacher Homes location includes a one-stop design

center. Full experience model homes are currently throughout their markets nationwide. For more information, visit [www.schumacherhomes.com](http://www.schumacherhomes.com) or follow Schumacher Homes on Twitter: [www.twitter.com/SchumacherHome](https://www.twitter.com/SchumacherHome) or Facebook: <https://www.facebook.com/SchumacherHome>

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### Editorial Resources

**Potential Tweets:**

@SchumacherHome just launched a landmark collaboration with Kerry #Earnhardt focused on outdoor living. Find out more LINK #EarnhardtCollection  
Word count: 127

Kerry & René #Earnhardt just unveiled their collaboration with @schumacherhome. Get details about the family-focused outdoor living floor plans LINK  
Word count: 130

**Newsletter or Announcement Blurb**

(Word Count: 107)

Kerry and René Earnhardt and Schumacher Homes CEO Paul Schumacher jointly unveiled The Earnhardt Collection by Schumacher Homes at a presentation at the NASCAR Hall of Fame on October 12, in Charlotte, North Carolina. This unprecedented collaboration brings together America's largest custom on-your-lot home builder and Kerry and René Earnhardt, outdoor enthusiasts and NASCAR insiders, in a unique collaboration to offer homes that focus on outdoor living, family togetherness, and traditional values. Kerry and Rene Earnhardt were heavily involved in the design process, helping to develop 22 customizable floor plans that act as a starting point for homeowners to create to their dream home, making the design process easy and stress free. For more information, visit [www.earnhardtcollection.com](http://www.earnhardtcollection.com).

**Photo Captions:**



The Earnhardt Collection by Schumacher Homes features floor plans that help bring the outdoors in, center family life, and are inspired by the lives and experiences of Kerry and René. The Giant Sequoia design, shown here, was named for Kerry's dad.



The Pocono design in The Earnhardt Collection by Schumacher Homes was named for the race track where Kerry won his first race. It features three bedrooms, two and a half baths, and stunning windows for a family to come together and take full advantage of their property.



The Blue Ridge design in The Earnhardt Collection by Schumacher Homes is a nod to the Blue Ridge Mountains where René grew up in Virginia. With a large central room that connects the kitchen and dining area and its multi-elevation exterior this one-story home has a big presence.



Kerry and René Earnhardt joined Schumacher Homes CEO Paul Schumacher to unveil The Earnhardt Collection by Schumacher Homes. The collection features floor plans that reflect their family's traditions and love of outdoor living.

**Other Resources:**

Earnhardt Collection by Schumacher Homes website: [www.earnhardtcollection.com](http://www.earnhardtcollection.com)

Schumacher Homes website: [www.schumacherhomes.com](http://www.schumacherhomes.com)

Schumacher Homes Twitter: [www.twitter.com/schumacherhome](https://twitter.com/schumacherhome)

Schumacher Homes Facebook: <https://www.facebook.com/SchumacherHome>

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