

NEWS

RELEASE

Schumacher Homes · 2715 Wise Ave NW Canton, OH 44708 · (330)478.4500 · SchumacherHomes.com

FOR IMMEDIATE RELEASE

CONTACT: Aneisha Howard
O: (717) 234-8886
C: (717) 433-1418
ahoward@pavone.net

NASCAR CELEBRITIES, COUNTRY MUSICIANS JOIN AMERICA'S LARGEST CUSTOM HOME BUILDER TO CELEBRATE *EARNHARDT* *COLLECTION™*

GRAND OPENING IN ASHEVILLE, NC

Exclusive tour highlights wood timber ceilings, stone architectural accents, spa inspired master bath and expansive wall of windows overlooking inviting outdoor kitchen and entertainment area

ASHEVILLE, Nc. (August 1, 2012) – *HOME...* Webster's describes it as a place to feel relaxed and comfortable, at ease, in harmony with your surroundings or on familiar ground, and that's exactly what Kerry & René Earnhardt had in mind when they sat down with the folks at Schumacher Homes to discuss their latest venture.

The serendipitous meeting made way for an immediate connection as the Earnhardts openly discussed their deep emotional connection to the great outdoors, inspired by their strong family heritage. "The Earnhardts epitomize the *Great American Family*, and the fact that they have been able to incorporate so many aspects of their own interests, passions, insights and personal beliefs into this project is what has made this collaboration so compelling and unique," said Mary Becker, VP of Sales & Marketing at Schumacher Homes.

The Earnhardt Collection™ integrates the natural elements of outdoor living with 22 customizable floor plans, allowing buyers to create the ultimate dream home with the entire family in mind. The collection focuses on open, casual environments, conducive to family gatherings and aptly named by the Earnhardt family after people and places they love. Most notably, *Giant Sequoia* was dedicated to Kerry's father, "You never know how big a tree is until it falls and when we lost Dad, we realized how much of a giant he truly was, that's why this particular design is so special to me."

The Grand Opening of the *Blue Ridge* model, the very first Earnhardt Collection™ home, will take place in Asheville,

NC, August 25th with an exclusive tour, hourly prize drawings and photo opportunities with Kerry and René! Private media tours are available on Friday by appointment only, RSVP early to ensure time with the Earnhardts!

The *Blue Ridge* model is open on Saturday to the general public from 10am-5pm and is located at 98 Dogwood Road, Asheville NC 28806.

Please submit all media requests in advance. For a schedule of events, visit: SchumacherHomes.com/GrandOpening

###

Schumacher Homes, based in Canton, Ohio, is America's largest custom homebuilder, with operations in 32 markets in 14 states across the country. The 2012 National Housing Quality award winning company has built over 10,000 homes since its founding by Paul Schumacher in 1992 – each one unique to the needs and lifestyle of the owners. 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 or follow Schumacher Homes on Twitter: [www.twitter.com/SchumacherHomes](https://twitter.com/SchumacherHomes) or Facebook: <https://www.facebook.com/SchumacherHome>