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67th Annual



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## **GREAT LAKES EXPO CENTER IN EUCLID OPENS TO HOST HOME & GARDEN SHOW**

*215,000 square-foot convention facility in Euclid is new home  
for 67<sup>th</sup> Annual Cleveland Home & Garden Show*

*Presented by the community hospitals of Cleveland Clinic*

***NEW January Dates • NEW Venue • NEW Admission Price • FREE Parking***

EUCLID, OH—The first suburban Convention Center in Cuyahoga County will open in Euclid by hosting the 67<sup>th</sup> annual Cleveland Home & Garden Show *presented by the community hospitals of Cleveland Clinic* January 22-31, 2010. Located at 1200 Babbitt Road, **The Great Lakes Expo Center** is a 215,000 square-foot facility boasting 10 acres of free parking and direct access to Interstate 90, Route 2 and the I-271 Spur. Cleveland's most trusted Show Producer **Expositions, Inc.** will manage the Great Lakes Expo Center and entered into a five-year lease of the Babbitt Road facility, with options to renew for a total term of 10 years.

Euclid Mayor Bill Cervenik stated, "The City is very excited about the project. The Great Lakes Expo Center will provide another strong anchor for the business corridor, bringing thousands of visitors to Euclid. Expositions, Inc. brings many years of experience to this new facility and a proven track record related to their popular and successful shows."

The City is also negotiating a shared use of a portion of the Great Lakes Expo Center for indoor and outdoor activities, which would be coordinated by the City's Recreation Department. According to Mayor Cervenik, "The facility has the potential for joint use to provide much needed space for year-round recreational programming at a minimal cost to the City."

Chris Fassnacht, President of Expositions, Inc., made the decision to move his Company's Shows from the IX Center, including the 67<sup>th</sup> Annual Cleveland Home & Garden Show *presented by the community hospitals of Cleveland Clinic* and the 73<sup>rd</sup> Annual Cleveland Sport Travel & Outdoor Show, as a matter of perfect timing.

"Quite simply, the increasing cost of doing business (at the IX Center) was making it nearly impossible to make a profit," says Fassnacht. "Not only were attendees tiring of escalating costs, but so were our exhibitors. The Great Lakes Expo Center will offer better value and significantly lower costs, and, in recessionary times like these, this is exactly what attendees and exhibitors want and deserve."

According to Fassnacht, the Great Lakes Expo Center will be busy 12 months a year hosting events as wide ranging as Bridal Fairs and Custom Car Cruise-Ins to Cheerleading Competitions, Indoor Soccer tournaments and even Mixed Martial Arts events. A Sports Fan Fest celebrating collegiate and professional teams of Northeast Ohio is also on the horizon. "By 2011, we anticipate hosting at least 125 events per year," says Fassnacht.

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According to Economic Development Director Frank Pietravoia, “We see the Great Lakes Expo Center as being a catalyst for further development by creating potential demand for a hotel and a restaurant within three years as the number of Shows increase.”

Pietravoia further stated that he sees the Great Lakes Expo Center as being part of the exciting developments happening around Euclid, including the more than 80-acre Bluestone Business Park to the east. Together, the Great Lakes Expo Center and the Business Park are expected to increase the potential for redevelopment of the Euclid Square Mall property, strategically located between these two major development projects.

**About Expositions, Inc**

Expositions, Inc. is a 73 year old Cleveland-based producer of consumer Shows such as the Cleveland Home & Garden Show and the Cleveland Sport, Travel & Outdoor Show. During the past seven decades, Expositions, Inc. has rented more than 48 million square-feet of exhibit space and attracted more than 15 million attendees to its various events. Recognized as Cleveland’s most trusted Show producer, Expositions, Inc. employees have more than 125 years of combined event production and management experience.

**General Information**

The 67<sup>th</sup> Annual Cleveland Home & Garden Show *presented by the community hospitals of Cleveland Clinic* takes place January 22-31, 2010 at the new Great Lakes Expo Center in Euclid, Ohio. Located at 1200 Babbitt Road across from Euclid Square Mall, the 215,000-square-foot convention center offers 10 acres of free, well-lit parking and direct highway access to I-90, I-271 and Rt. 2.

\$9 advance tickets are available at Discount Drug Mart, the show’s official Advance Sale Ticket Source, beginning January 4, 2010. General admission tickets at the door are \$12.00. Kids 12 years and younger are admitted free daily.

Euclid, Hillcrest, Huron, South Pointe, and Marymount hospitals are the official healthcare sponsors of the Home & Garden Show. Dedicated to better health care through partnering, the Cleveland Clinic and its Regional Hospitals have combined the area’s best neighborhood hospitals with the world-class care of the Cleveland Clinic. This world-class organization comprises nine community hospitals, including Euclid, Hillcrest, and Huron on Cleveland’s East Side and South Pointe and Marymount south of Cleveland.

Royal Prestige<sup>®</sup> Health Craft<sup>®</sup> is the official waterless greaseless induction cookware of the Home & Garden Show *presented by the community hospitals of Cleveland Clinic*.

Nature Stone<sup>®</sup> is the official stone and epoxy flooring of the Home & Garden Show *presented by the community hospitals of Cleveland Clinic*.

For more information on the Show, call 800.600.0307 or visit [www.homeandflower.com](http://www.homeandflower.com).

New Show Dates & Hours:	Friday, January 22	11:00am – 9:00pm
	Saturday, January 23	10:00am – 9:00pm
	Sunday, January 24	10:00am – 6:00pm
	Monday - Thursday, January 25-28	11:00am – 9:00pm
	Friday, January 29	11:00am – 9:00pm
	Saturday, January 30	10:00am – 9:00pm
	Sunday, January 31	10:00am – 6:00pm
	• Closing Night Plant Sale •	7:00pm – 8:00pm