



HOUSING & BUILDING  
ASSOCIATION  
OF COLORADO SPRINGS

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## HBA MEDIA TOOLKIT FOR PARTNERS

### ABOUT

The Housing & Building Association of Colorado Springs is a private, non-profit 501(C)(6) corporation representing builders, developers, and remodelers, as well as trade contractors, materials suppliers, mortgage lenders, real estate agents, title companies, interior designers, architects, landscapers and beyond. We are more than members – we are community leaders and builders. Together, we contribute to the growth, prosperity and quality of life this exceptional community has come to enjoy.

As it has done since its beginnings in October of 1950, the HBA strives to raise the public perception of, and increase the business and career opportunities for, the men and women of our industry. Housing is a necessity as well as part of the American Dream, and we are, through our members, the providers who meet the housing needs of the community. We are also proud to be the authoritative voice and information source for housing to government, the general public and the housing consumer.

### *Our Mission*

The Housing & Building Association of Colorado Springs promotes policies that allow for the production of safe and attainable housing and enhances the environment for the housing and building industry in El Paso County.

### *Focused on Our Goals*

At the end of each year, the Housing & Building Association of Colorado Springs identifies Strategic Priorities that are adopted into our annual business plan for the following year. Informed by the most critical issues impacting our industry and our community, these Strategic Priorities serve to uphold the mission that has guided our association for more than six decades.





### *The HBA at Work*

Between our networking events, our advocacy work, and our HBA Cares community projects as well as Careers in Construction Colorado, this Association stays busy!

### KEY STATS

- 525 members
- 69 years supporting the community
- More than 6,200 volunteer hours advocating for our members in the Pikes Peak region in 2018
- 17 Signature Events in 2018 with over 30,000 attendees
- Careers in Construction Colorado is in 9 school districts from Denver to Pueblo

### KEY HBA CONTACTS

*Primary Media Contact:* Todd Anderson, President  
[buildingcolorado@icloud.com](mailto:buildingcolorado@icloud.com) | 719-359-1999

*Secondary Media Contact:* Renee Zentz, CEO  
[renee@cshba.com](mailto:renee@cshba.com) | 719-592-1800

### MEDIA CONTACTS

This is a list of recommended media contacts that the HBA is familiar with. If you have your own media contacts, feel free to reach out to them, or both.

KKTV- Nick Matesi, General Manager  
[nmatesi@kktv.com](mailto:nmatesi@kktv.com) | 719-634-2844

KOAA-TV – Kate Singh, Executive Producer  
[ksingh@koaa.com](mailto:ksingh@koaa.com) | 719-632-5030





KRDO-TV – Mike Rausch, News Director  
[mike.rausch@krdo.com](mailto:mike.rausch@krdo.com) | 719-575-6285

KXRM-TV (FOX-21)– Steve Dant, General Manager  
[sdant@kxrm.com](mailto:sdant@kxrm.com) | 719-596-2100

Gazette–  
<https://gazette.com/submit-press-release/>

Colorado Springs Business Journal– Amy Sweet, Publishers & Executive Editor  
[amy.sweet@csbj.com](mailto:amy.sweet@csbj.com) | 719-634-5905

Colorado Springs Independent – Amy Sweet, Editor  
[amy.sweet@csindy.com](mailto:amy.sweet@csindy.com) | 719-577-4545

Springs Magazine – Jeremy Jones, Editor  
[editor@springs.media](mailto:editor@springs.media) | 719-632-0422

Colorado Spring Style – Vicki Dimond  
[vicki@coloradospringsstyle.com](mailto:vicki@coloradospringsstyle.com) | 719-632-6077

#### IMPORTANT LINKS

- Website URL: <https://www.cshba.com/>
- Facebook: <https://www.facebook.com/HBAofCOS/>
- Instagram: [https://www.instagram.com/hba\\_coloradosprings/](https://www.instagram.com/hba_coloradosprings/)
- Twitter: <https://twitter.com/CSHBA>
- LinkedIn: <https://www.linkedin.com/company/housing-&-building-association-of-colorado-springs/>





## LOGO



## BOILER PLATE

About the Housing & Building Association of Colorado Springs

The HBA of Colorado Springs is a member trade association made up of builders, developers, remodelers, trade contractors, suppliers, mortgage lenders, Realtors, title companies, interior designers, architects, landscapers, and others. The HBA promotes policies that allow for the production of safe and attainable housing and enhances the environment for the housing and building industry in El Paso County. For more information visit [cshba.com](http://cshba.com).

## SAMPLE SOCIAL MEDIA POSTS

Each social platform is slightly different and has different rules for tagging companies, sharing links, and overall specs for images and word count. For an overview of the social platforms, we recommend visiting [Sprout Social's](#) handy cheat sheet. To effectively tag HBA on social media:

- First type in the @ key and then type out the proper name as outlined below
  - o For example, "We are excited to join @ HBAofCOS at the 2019 Parade of Homes..."
- The social media platform will generate a drop-down list of possible accounts to click. Use the one with the designated HBA logo.
- If the drop down does not appear right away, wait a moment. If it still doesn't appear, delete and start again.

*FACEBOOK- tag @HBAofCOS*

We're ready for this year's @ HBAofCOS chili cook off! Don't forget to stop by our booth to check out our amazing decorations and taste what is sure to be this year's winning chili.

*(Insert photo from event/partnership)*





*INSTAGRAM @hba\_coloradosprings*

We're ready for this year's @hba\_coloradosprings chili cook off! Don't forget to stop by our booth to check out our amazing decorations and taste what is sure to be this year's winning chili.

//

[#hba](#) [#chilicookoff](#) [#itsfallyall](#) [#coloradosprings](#) [#buildingcommunity](#)

*TWITTER @CSHBA*

We're ready for this year's @CSHBA chili cook off! Don't forget to stop by our booth to check out our amazing decorations and taste what is sure to be this year's winning chili.

SAMPLE PRESS RELEASE

For Immediate Release

Contact Name

Contact Email | Contact Phone Number

Experience Spring at the HBA Home & Garden Show, Jan. 25–27 with Free Admission!

Walk through 40,000 square feet of unique and inspiring landscape displays

CITY, STATE – Month Day, Year – There is no better sign of spring than the HBA Home & Garden Show! Experience the smell and feel of spring Friday, Jan. 25 through Sunday, Jan. 27 at the Chapel Hills Mall Event Center. Presented by the Housing & Building Association of Colorado Springs, the Home & Garden Show will feature the area's most innovative home and garden products, as well as creative landscape displays designed to inspire your next home project or renovation.

"We are thrilled to be back at the Chapel Hills Mall for the Home & Garden Show," said Renee Zentz, Chief Executive Officer of the Housing & Building Association. "The HBA is dedicated to serving the great community of Colorado Springs and by providing yet





another exciting home show to the public, this event will attract more than six thousand people through the show as well as into the Mall.

Take in spectacular landscaped gardens and the latest in outdoor living as you walk through 40,000 square feet of displays. Dozens of exhibitors will be on hand with ideas for enhancing the interior of your home, from state-of-the-art kitchens and energy-efficient windows, to siding and decks, to remodeling and new home building, and beyond. You can also register to win an iPad Pro courtesy of Hanson HotSpring Spas. Free seminars will be held throughout the weekend and bring a donation throughout the weekend to help Care & Share restock their pantry.

The Home & Garden Show is sponsored by the following local businesses: Champion Windows, C & C Sand and Stone Co., Hanson HotSpring Spas, The Gazette, Xfinity, Premier Garage Renovations, Winds of Change Contractors and Harding Nursery.

Dates:

Friday, Jan. 25: 3–7 PM

Saturday, Jan. 26: 10 AM–6 PM

Sunday Jan. 27: 11 AM– 5 PM

Location: Chapel Hills Mall Event Center (former Gordmans Location) at 1680 Briargate Blvd.

## About the Housing & Building Association of Colorado Springs

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Homes are a cornerstone of the American dream and a major driver of our economy. The Housing & Building Association of Colorado Springs (HBA) was founded in 1950 as the voice of the homebuilding community and associated trades. We advance best practices, advocate for attainable housing, contribute expertise to regional development issues and serve our community through our Careers in Construction Colorado and HBA Cares programs. Find out how we're helping to build a better Colorado Springs at [cshba.com](http://cshba.com), [hbacares.org](http://hbacares.org) and [gobuildco.com](http://gobuildco.com).

