

**FOR IMMEDIATE RELEASE**

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**FINE HOMEBUILDING ADVANCES ITS #KEEPCRAFTALIVE SCHOLARSHIP PROGRAM EFFORTS**

**AT THE NAHB INTERNATIONAL BUILDERS SHOW® (IBS)**

**Taking Place January 9 through 11, 2018 at the Orange County Convention Center in Orlando, FL**

(Newtown, CT) January 9, 2018 -- [Fine Homebuilding](#) is demonstrating its focus on helping close the skills gap by continuing to create engaging opportunities and bringing together today's veteran and emerging professionals to inspire industry-wide success. The company's #KeepCraftAlive movement is gaining momentum as an industry change agent and creating community among trade professionals. Today, the company takes its' commitment to the Orange County Convention Center in Orlando, Florida from January 9th through 11th for the 2018 International Builders' Show® (IBS), for the largest annual light construction show in the world. The National Association of Home Builders (NAHB) event features the most cutting-edge designs, technologies and products for all segments of the industry.

"For over 35 years, Fine Homebuilding has created a space where construction professionals can feel they are face-to-face with mentors who share their commitment to the preservation of craftsmanship and the advancement of home performance – our goal at IBS 2018 is to bring that virtual experience to reality – meet face-to-face with the professionals we've nurtured throughout their careers, to celebrate their accomplishments and commitment to quality, and to bring awareness and raise funds for our #KeepCraftAlive scholarship program to support those who want to pursue a path in the trades", says Renee Jordan, Senior Vice President & Group Publisher for Home & Construction at Taunton Press.

**FOSTERING AN ENGAGED COMMUNITY, EDUCATION AND INSPIRED MENTORSHIP**

As part of its presence at IBS, Fine Homebuilding will lead a #KeepCraftAlive Scholarship Fundraising Event, on Wednesday, January 10th from 7-9pm at Pub Orlando along with co-host Diamondback Toolbelts and premier sponsor Huber Engineered Woods. It will be a fun evening of fundraising, networking and giveaways from some of the best brands in building. Diamondback's Chief Operating Officer Connor Crook states, "Diamondback is proud to be part of the #KeepCraftAlive movement and the growing community of like-minded tradespeople who want to build the best, and build it in America."

Premier sponsor Huber Engineered Woods' Doug Asana, VP of Sales & Marketing, shared, "Fine Homebuilding is making powerful moves to bring education and support to construction trades through the #KeepCraftAlive movement. We are proud partners and participants in this forward-thinking, collaborative community. This is the perfect group to mobilize support for Skills USA, to advocate continued labor reinforcement for our industry. We applaud Fine Homebuilding and the #KeepCraftAlive community for their leadership."

Fine Homebuilding is donating 100% of the event ticket sale proceeds to the #KeepCraftAlive Scholarship Fund to support the next generation of craftsmen, and will also match donations dollar-for-dollar up to its goal of raising \$10,000.

In addition to covering the show and hosting the fundraising event, Fine Homebuilding will host six Podcasts live right from the show floor at the company's booth, Booth #W7065: January 9 – 11th at 10:00am and 3:00pm daily.

#### **About Fine Homebuilding**

Fine Homebuilding is the most trusted and authoritative resource for the residential construction and remodeling community. We uniquely source our content from the job sites and design offices of the most qualified and talented builders and designers in the industry to empower a global workforce with the ability to create the most advanced homes possible. Driven by the ethos that exceptional homes are possible and that craftsmanship is an honorable and worthy pursuit, Fine Homebuilding has become the brand for skilled practitioners, deeply knowledgeable enthusiasts, industry influencers, and forward-thinking companies who are collectively committed to shaping the way we build.

#### **About Diamondback Toolbelts**

Diamondback Toolbelts is dedicated to the tradition of building the best tool belts and pouch systems available to professional workers worldwide. Our modular system of belts, pouches, suspenders and accessories offers near limitless combinations that allow our users to customize their tool belts to their unique work needs. Comfort, Durability, Craftsmanship. Diamondback is based in Charlottesville, Virginia and proudly builds all of its products in the United States.

#### **About Huber**

Huber Engineered Woods LLC continually strives to create innovative products that suit their customers' needs. Each one delivers outstanding performance, easy installation and greater strength in single family, multifamily and light commercial projects. Huber's ZIP System® Roof and Wall Sheathing are structural wood panels with built-in protective barriers, eliminating the need for building wrap or felt and providing a continuous rigid moisture and air barrier that optimizes energy efficiency. Additionally, Huber's AdvanTech® Subflooring product is proven to achieve a superior combination of strength and moisture resistance — for subflooring that won't swell, cup, delaminate or bounce even under the toughest conditions. To learn more, visit [www.huberwood.com](http://www.huberwood.com).