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FOR IMMEDIATE RELEASE

Bainbridge Island and Seattle, WA

GEM, LLC, a Bainbridge Island event, marketing and public relations firm, is producing the second **Tour of Architects** in Seattle and on Bainbridge Island. Dates for the event have been set for March 19 & 20, 2011. The event is sponsored by **Seattle Homes and Lifestyles** and **AIA**, Seattle.

The **Tour of Architects** is a marketing opportunity that is specifically developed to raise awareness of Architecture and Architects in the Seattle area. Architects and their "teams" will present residential projects to the public in a "Home Tour" format, with the objective of attracting prospects who are in the market for new construction and remodel projects. The inaugural tour on Bainbridge Island drew 500 people, with approximately 200 visitors per location. Many architects reported that they gained quality, targeted leads through the event, and some generated business.

Residential projects are the primary target, but commercial and community architecture will be considered. We will showcase various types of "lifestyle" projects to attract every type of client. Additionally, unusual and special interest projects are encouraged...we hope to showcase an Eco-Doghouse as well as a Treehouse for handicapped. Every architectural project will be considered, and variety of interest will help us gain media attention and attract people to architects in new and creative ways.

In addition to the Tour, there will be a small trade show for related industries, as well as featured speakers on specific subjects, including sustainability, pre-fabricated homes, color consultants and more.

Applications for Architects are located at www.TourofArchitects.com. Trade Show applications and special speaker requests are also located on the website. Application deadline is December 31.

Profits from the event will be donated to a non-profit organization which will be determined by homeowners and architects.

For more information, contact Elizabeth Gadbois, event producer, at 1.206.819.3618, or email Liz@BainbridgeGEM.com. Sponsorship opportunities available.

