

News Release



PUBLIC AFFAIRS

For further information contact:
Michelle Wardlaw, 202-383-1042
mwardlaw@realtors.org

“Pin the Season” to Win \$500 in HouseLogic Pinterest Giveaway

WASHINGTON (December 7, 2012) – With the 2012 holiday season in full swing, [HouseLogic](#), the award-winning, comprehensive website for homeowners from the [National Association of Realtors®](#), wants to inspire holiday celebrations with a chance to win a \$500 gift card in HouseLogic’s “Pin the Season Giveaway” on Pinterest. Now through December 17, HouseLogic visitors can create a seasonal Pinterest pinboard to help ensure a stress-free season.

“HouseLogic offers tools to help homeowners plan and organize their home projects,” said Pamela Geurds Kabati, NAR senior vice president of communications and HouseLogic spokesperson. “The popularity of Pinterest combined with the incredible resources and valuable tips available at HouseLogic create a perfect opportunity for families to learn new ideas and create memories this holiday season with an extra \$500.”

Visitors can enter in four easy steps:

Step 1: Create a Pinterest board titled “HouseLogic’s Pin the Season.”

Step 2: Pin seven of their favorite holiday tips and home articles from HouseLogic.com. They can also add pins from other sites. Just include #PinTheSeason in the description of every pin added to the board.

Step 3: On [HouseLogic’s Pinterest](#) page, “Follow All” of HouseLogic’s boards.

Step 4: Copy and paste the link to your Pinterest board into the [comments section of the HouseLogic blog post](#) OR include a link to your board as a comment on the [“HouseLogic Pin the Season” image](#).

Bonus entry – Tweet @HouseLogic using the hashtag #PinTheSeason to let others know you entered. Only one entry per person per social network will be counted. The giveaway entry period ends December 17, 2012, at 11:59 p.m. ET. The winner will be announced on December 20.

For more information and tips on how to make smart decisions and take responsible actions to maintain, protect and enhance the value of your home, visit www.houselogic.com.

-more-

#128

“Pin the Season” to Win \$500 in HouseLogic Pinterest Giveaway – add 1

HouseLogic is a free source of information and tools from the National Association of Realtors® that helps homeowners make smart decisions and take responsible actions to maintain, protect, and enhance the value of their home. HouseLogic helps homeowners plan and organize their home projects and provides timely articles and news; home improvement advice and how-tos; and information about taxes, home finances, and insurance.

The National Association of Realtors®, “The Voice for Real Estate,” is America’s largest trade association, representing 1 million members involved in all aspects of the residential and commercial real estate industries.

###

Information about NAR is available at www.realtor.org. This and other news releases are posted in the “News, Blogs and Videos” tab on the website.