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**CONTACT:** Erika Blank  
e.blank@pillsburycastle.com  
612-235-3437  
pillsburycastle.com

**The Pillsbury Castle Project Announces Partnership with NARI of Minnesota In Conjunction with ASID Minnesota for Design Home 2024**

**MINNEAPOLIS (JUNE 16, 2023)** - The Pillsbury Castle Project is delighted to announce another major partnership for Design Home 2024. NARI (National Association of the Remodeling Industry) of Minnesota will be joining this endeavor leveraging the construction and remodeling portion of the home. Following the restoration, the home will open to the public for three weeks in May of 2024 for in-depth tours about the history and design.

For the first time ever, NARI of Minnesota and ASID Minnesota will partner together for Design Home 2024 (formerly Showcase House). The home at 116 East 22nd Street in Minneapolis was built in 1903 by architect Ernest Kennedy for Alfred F. Pillsbury, son of Pillsbury Co-Founder John S. Pillsbury.

“As soon as we stepped into The Pillsbury Castle we knew it was the perfect place to start our family,” says Trettel. “But we also recognized that the home is part of the history of our community. Having NARI of Minnesota as a partner will allow us to maintain the integrity of the home while remodeling the spaces for modern living.”

The owners joined forces with NARI understanding that there was a place to leverage professional contractors and manufacturers. More than 20 rooms in the house will be remodeled by talented local remodelers over the next 12 months. They will be tasked with honoring the history of the home while adapting the spaces into a contemporary lifestyle. NARI of Minnesota is excited to embark on this project, “The Pillsbury Castle Project is an excellent opportunity for the public to see the caliber and quality of craftsmanship of a NARI member,” says Will Haack, President for NARI of MN Board of Directors. “We are thrilled to be a part of this project and

help the homeowners preserve this beautiful home and secure its place in the Minneapolis story.”

Following the restoration, the home will open its doors to the community for a three-week period in 2024. During this time, history, remodeling and restoration enthusiasts alike can tour the property with an in-depth look of the process and as well as a deep dive into the Pillsbury Family. In 2025 the home will open again as a featured property in the MSP Home Tour.

“NARI of Minnesota is excited to participate as a collaborator on the Pillsbury Castle Project. Our members will bring professionalism and quality to ensure the legacy of the home continues for another 100 years,” says Beatrice Owen, Executive Director for NARI of MN. “The contracting and products will largely be provided by NARI members in our area. We are honored to support Design Home 2024.”

“We are looking forward to building a community while also spotlighting the incredible neighborhood that is Whittier,” says Trettel.

For more information on the history of the home, Alfred F. Pillsbury, progress of the renovation, and announcements, please visit [www.pillsburycastle.com](http://www.pillsburycastle.com).

### **Social Media**

@PillsburyCastle (TikTok, Instagram, Facebook, YouTube)  
#PillsburyCastleProject  
#DesignHome2024

## **MEDIA ASSETS**

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### ***About The Pillsbury Castle Project***

Founded in 2023, The Pillsbury Castle Project is an activation to preserve a historic home built in 1903 for Alfred F. Pillsbury, son of Pillsbury Co-Founder John S. Pillsbury. This magnificent home is prominently situated on a corner lot in the Whittier neighborhood of Minneapolis with two and half stories of Platteville limestone. It is currently undergoing a massive restoration in partnership with the American Society of Society of Interior Designers set to open its doors to the public in May 2024 as the Design Home 2024.

### ***About NARI Minnesota***

The National Association of the Remodeling Industry (NARI) is the only association dedicated solely to the remodeling industry for contractors, manufacturers, supply chain partners, and others supporting the industry. NARI's core purpose is to advance and promote the remodeling industry through professionalism, programming, and education. NARI Members are committed to integrity, high standards, and a Code of Ethics. NARI of Minnesota is the second largest and one of the most progressive of over 30 chapters in the United States. We offer our members the advantage of affiliation with a proven remodeling authority, and we provide homeowners the convenience of knowing where to begin their search for an appropriate remodeling partner.