



NEWS

Sundays 8/7c on ABC

EMBARGOED UNTIL:
Jan. 19, 2010 6:30 p.m.

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**PLEASE FIND MEDIA INFORMATION AT
END OF THIS ALERT**

MEDIA ALERT! MEDIA ALERT! MEDIA ALERT!

Ideal Homes Joins ABC's *Extreme Makeover: Home Edition* To Build a New Home for a Special Oklahoma City-Area Family

Ideal Calls for Volunteers

WHAT: *Extreme Makeover: Home Edition*, the Emmy-award winning hit reality show on ABC Television, will surprise one lucky Oklahoma City-area family with an extreme home makeover. Ideal Homes has accepted the challenge of building a home for this deserving family.

WHO: **Ideal Homes** is Oklahoma's leading homebuilder. The company is the winner of numerous national honors for quality building practices and energy and environmental conservation.

Todd Booze, Ideal Homes president of construction: "*Extreme Makeover: Home Edition* has challenged us to build this high-performing home in less than a week. These projects can only be completed if we energize Oklahoma City-area businesses and volunteers. Our trade contractors have responded generously to our call for support, but we still need more volunteers for everything from trim carpenters and furniture makers to work in the carpentry tent to people to serve food and clean up the site. We'll also want people to come out to watch the build and cheer us on."

Vernon McKown, Ideal Homes president of sales: "This is a community effort. In addition to the home we build for a deserving family, the entire metro area will benefit through the food and blood drives we are planning as part of this extraordinary week. We hope that people from across the area will answer our call to volunteer."

WHEN: Ty Pennington, the show's team leader, and his design team will knock on the family's door on Monday, Feb. 1.



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Important Dates:

- Jan. 26 Volunteer Pep Rally
8 a.m., Journey Church, 3801 Journey Parkway, Norman
- Feb. 1 Door Knock Day
Family is notified by Ty Pennington and the design team
Braveheart Walk – Build kicks off
- Feb. 7 Move that Bus! – Family comes home for the reveal

Volunteer Information:

Ideal Homes is looking for community volunteers to provide their time, support and resources to help ensure the success of this life-changing project. Interested individuals or companies can find more information on how to volunteer time and resources at www.IdealExtremeHome.com.

Sponsor and Donation Information

To make a donation toward the build, please visit www.IdealExtremeHome.com.

Food Drive and Blood Drive Information

For information about locations for blood drives to benefit the American Red Cross and food drives with the United Way of Norman, please log on to the Web site at www.IdealExtremeHome.com.

About Ideal Homes: Founded 20 years ago, Ideal Homes has consistently set the standard for innovative homebuilding and has been nationally recognized for the quality of its products and processes. Now Oklahoma's leading homebuilder, the company is locally owned and operated and is the winner of the premier Professional Builder of the Year Award for 2010, from Professional Builder Magazine; America's Best Builder Award for 2007, from Builder Magazine; and the prestigious National Housing Quality 2006 Gold Award from the National Association of Home Builders Research Center. Ideal Homes is a member of the National Association of Home Builders, Central Oklahoma Home Builders Association and the Norman Home Builders Association. The company has developed and builds in 17 communities throughout the Oklahoma City metropolitan area: Deer Creek, Edmond, Moore, Mustang, Newcastle, Norman, Oklahoma City, Piedmont and Yukon, and in Stillwater.

About *Extreme Makeover: Home Edition*: The Emmy-award-winning reality program, *Extreme Makeover: Home Edition*, now in its seventh season, is produced by Endemol USA, a division of Endemol Holding. It is executive-produced by Anthony Dominici. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00-9:00 p.m., ET on ABC.

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MEDIA INFORMATION:

- To schedule interviews with builders, family and talent, please contact Peggy Sealy at psealy@prodigypr.biz, or 405.863.3576.
- Press credentials are required for admission to the build site. To apply for press credentials, please email Peggy Sealy at psealy@prodigypr.biz.
- Media will be notified of the build site location on Feb. 1.
- Media must check in at the check-in tent each time they come to the site. We will have a special Media check-in area – no standing in line.
- Credentialed media will have access to an on-site VIP tent during the week-long build.
- A *BuildBrief* will be released to credentialed media daily.