



# NEWS

Sundays 8/7c on ABC

**EMBARGOED UNTIL:**

**Jan. 19, 2009 6:30 p.m.**

**CONTACT:** Peggy Sealy, 405.863.3576

[psealy@prodigypr.biz](mailto:psealy@prodigypr.biz)

## **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**

**Norman, Okla. (Jan. 19, 2009)** – Ideal Homes announced today that it has accepted ABC's *Extreme Makeover: Home Edition*'s challenge to build a new home for a special family in the Oklahoma City area. Ty Pennington and the design team will kick off the build when they knock on the door of one of five deserving families on Feb. 1.

Ideal Homes was selected for the show because of its award-winning construction and energy conservation technology and because of the company's long history of giving back to the community.

"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," said Todd Booze, Ideal Homes president of construction. "We hope that people from across the area will answer our call to volunteer."

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 [IdealExtremeHome.com](http://IdealExtremeHome.com).

"*Extreme Makeover: Home Edition* has challenged us to build this high-performing home in less than a week," Booze said. "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."



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## 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](http://www.IdealExtremeHome.com).

## Sponsor and Donation Information

To make a donation toward the build, please visit [www.IdealExtremeHome.com](http://www.IdealExtremeHome.com).

## 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

## MEDIA INFORMATION:

- To schedule interviews with builders, family and talent, please contact Peggy Sealy at [psealy@prodigypr.biz](mailto: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](mailto: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.

**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



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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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