



NEWS

Sundays 8/7c on ABC

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To schedule interviews with the participants before and after the rally, please contact **Peggy Sealy** at psealy@prodigypr.biz, or 405.863.3576.

MEDIA ALERT! MEDIA ALERT! MEDIA ALERT!

Ideal Homes and *Extreme Makeover: Home Edition*

Host Kick-Off Rally for Volunteers

Event Date: Jan. 26

- WHAT:** Ideal Homes and *Extreme Makeover: Home Edition* will host a kick-off rally for volunteers participating or wanting to participate in the Oklahoma City-area *Extreme Makeover: Home Edition* build.
- 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 beginning Feb. 1.
- WHO:** Todd Booze, president of construction, Ideal Homes
Vernon McKown, president of sales, Ideal Homes
Gene McKown, president of development, Ideal Homes
Conrad Ricketts, Executive Producer, *Extreme Makeover: Home Edition*
- WHEN:** 8 am, Tuesday, Jan. 26
- WHERE:** Journey Church, 3801 Journey Parkway, Norman
Map and directions:
<http://maps.google.com/m/search?site=maps&eosr=on&q=3801+journey+pkwy,norman.ok.73072>
Ample parking available.



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WHY: *Extreme Makeover: Home Edition*, ABC Television's Emmy-award-winning hit reality show, is coming to the Oklahoma City to build a new home for a deserving family. The kick-off event will rally volunteers from the Oklahoma City area and give them the opportunity to hear more information about the build from the show's executive producer. Those who are considering volunteering their time or donating materials are encouraged to attend.

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. This rally is the first opportunity for the volunteers to get together and hear *Extreme Makeover: Home Edition's* executive producer. He's worked on more than 170 builds, and he's really inspiring. We can't wait for everyone to hear him."

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 support the project by giving generously through the food and blood drives and coming out to watch the build and cheer us on."

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.



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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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