



# NEWS

Sundays 8/7c on ABC

**CONTACT:** Peggy Sealy, 405.863.3576

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

**PLEASE SEE MEDIA INFORMATION  
AT THE END OF THIS RELEASE**

## **Ideal Homes Joins ABC's *Extreme Makeover: Home Edition* To Collect 23,000 Pounds of Food in Oklahoma City-Area Drive**

**Norman, Okla. (Jan. 21, 2009)** – The word is out that Ideal Homes 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.

"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 for support."

Ideal Homes has been absolutely amazed by the flood of Oklahomans who want to be a part of Ideal's *Extreme* build. One way you can get involved is by participating in Ideal's Extreme Food Drive.

"When the show came to us, we were excited not only about changing the life of a deserving family but by energizing residents of central Oklahoma to do something amazing for the entire community," Booze continued.

As *Extreme Makeover: Home Edition* has traveled throughout the United States filming over 170 episodes. They realized that even more could be given back to the community. That's why Ideal Homes has partnered with the United Way of Norman to collect 23,000 pounds of food. "The goal is large, but we're up for the challenge," Booze said, "and we need your help. Let's show everyone what central Oklahoma can do!"

For a complete list of food and drop of locations, please log on to [www.IdealExtremeHome.com](http://www.IdealExtremeHome.com).

Companies and organizations interested in setting up a drop off box at their workplace, should email Jenny at [jhamar@ideal-homes.com](mailto:jhamar@ideal-homes.com).



# NEWS

Sundays 8/7c on ABC

**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.

###

## 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.