



NEWS

Sundays 8/7c on ABC

FOR IMMEDIATE RELEASE

Jan. 21, 2009

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

Ideal Homes and ABC's *Extreme Makeover: Home Edition* Host Kick-Off Rally for Volunteers

Norman, Okla. (Jan. 21, 2009) – With the “Door Knock” just days away, Ideal Homes and *Extreme Makeover: Home Edition* will host a kick-off rally for volunteers at 8 a.m. on Jan. 26, at Journey Church, 3801 Journey Parkway in Norman.

Rally participants will include: Todd Booze, president of construction, Ideal Homes; Vernon McKown, president of sales, Ideal Homes; Gene McKown, president of development, Ideal Homes; and Conrad Ricketts, executive producer, *Extreme Makeover: Home Edition*.

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 on Feb. 1.

“We hope everyone will come to the rally,” said Booze. “This is a whole-community effort. We hope that people from across the metro area will answer our call to volunteer, and this kick-off rally will be an exciting way to build support and to let people hear about all the good ways *Extreme Makeover: Home Edition* helps communities.”

“*Extreme Makeover: Home Edition* has challenged us to build this high-performing home in less than a week,” he continued. “These projects can only be completed if we energize Oklahoma City-area businesses and those willing to donate their time and resources. 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.”

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



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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.

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

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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