



Sundays 8/7c on ABC

Contact:

Jeff Davis, Sawmill Marketing Public Relations
410.916.4835 (cell) or 410.372.0827 (office)
jeff.davis@sawmillmarketing.com

Susan Anthony, Sawmill Marketing Public Relations
410-592-7683 (cell) or 410-592-3003 (office)
susan.anthony@sawmillmarketing.com

Media Tip Sheet: Day One – MOVE OUT DAY! Monday, October 15, 2007

Welcome to the first edition of the “Extreme Makeover: Home Edition” Media Tip Sheet for this week’s build of the Luther house. There’s already a lot going on here in Port Deposit, and in each edition we’ll bring you a quick summary of the previous day’s highlights and tip you off to what’s on tap for the day and the stories and interviews you won’t want to miss. We’ll also share interesting facts about the build and help you get to know the builder, Clark Turner Signature Homes. We’re here to help you get the story so please let us know how we can help!

Monday’s Construction Spotlight : It’s a big logistics day as you’ll see generators brought in, tents going up, plumbing work getting started and bulldozers making final preparations on the foundation. This is the best day for media to get their “before” shots!!

GOOD MORNING LUTHER FAMILY! WHAT A WAKEUP CALL IT WAS YESTERDAY!

Standing outside the Luther home just after 8:15 am yesterday, Ty Pennington raised his bullhorn and let loose with his trademark “Good Morning, Luther Family!!!” call. Seconds later, out came the surprised trio to hear the news that their lives are about to change in a big way! In the next seven days Clark Turner Signature Homes will lead an amazing crew of volunteers in a race against time involving a team of designers, contractors and hundreds of workers who have just one week to rebuild an entire house!

*Quote of the Day : “Do we have an exciting challenge today, or what? This is all about caring. Caring about our community and for those who are less fortunate than us.”
— Clark Turner, founder and president, Clark Turner Signature Homes*

TOMORROW’S MEDIA HIGHLIGHT – THE ‘BRAVEHEART’ MARCH

An event you won’t want to miss tomorrow is the “Braveheart” march. Following an inspirational talk by Clark Turner of Clark Turner Signature Homes, a sea of volunteers wearing hardhats and blue t-shirts will march toward the Luther home to begin the construction. This is a made-for-media moment so you must be registered on-site and in place by 8 a.m. when shooting is scheduled to begin and go until approximately 11 a.m. **No one will be allowed on or off the site during that time.**

Media Reminder – Be sure to check with us to schedule any interviews and to make arrangements for TV live shots, on-site weather reports, etc. Special Note – Clark Turner

will be available for media interviews today between 11 a.m. and 1 p.m. and from 5 to 7 p.m. Contact us to schedule your time.

SPECTATORS ARE WELCOME TO WATCH IT LIVE

We welcome fans of the show who would enjoy watching the construction first-hand from our special spectators location right next to the Luthers' house. You can help spread the word about this unique free opportunity by telling your audience to visit www.CTextremedream.com for details.

Did You Know? – This is the only stop in Maryland this year for “Extreme Makeover: Home Edition.” Last one was in Capitol Heights two years ago. This is the show’s 106th build.

MEDIA REMINDER: CREDENTIALS AND INTERVIEW PROCEDURES

Media badges will be distributed at check-in and must be clearly displayed at all times. To obtain a media credential (badge), all media must visit the clearly marked media tent. Driving directions are available at www.CTextremedream.com. At the tent, each media representative will need to show station/publication credentials and photo identification. Interviews with the builders, designers and project managers are an excellent way to supplement stories with visuals and human interest angles. Interviews can be scheduled through the duration of the project but must be scheduled through the media contacts. Attempts to interview on-site without permission will result in loss of access to the site.

ABOUT EXTREME MAKEOVER: HOME EDITION

“Extreme Makeover: Home Edition,” which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), is in its fifth season on ABC. The program is produced by Endemol USA, a division of Endemol Holding. Denise Cramsey is the executive producer; and David Goldberg is the president of Endemol USA. For more information, visit <http://abc.go.com/primetime/xtremehome/>.

###