



Bringing Families Together



Sundays 8/7c on ABC

News Release

IMPORTANT:

To obtain media credentials, call

402-477-7427 **PRIOR to coming to the site.**

More information at: www.hartlandhomes.com

Media contact:

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Extreme Makeover: Home Edition Update
Saturday, October 28, 2006

“BRAVEHEART CHARGE”

Hundreds of volunteers to converge on Machacek-Fullerton Home.

**8:00 a.m. SUNDAY MORNING!
Media Welcome**

Hundreds of people, including Hartland Homes employees, partners and volunteers wearing blue *Extreme Makeover: Home Edition* t-shirts will join Ty Pennington and the entire *Extreme Makeover: Home Edition* team to charge toward the Machacek-Fullerton family home in the symbolic gesture of power and unity that has become the show's trademark, **tomorrow, Sunday, October 29 at 8:00 a.m.** Home demolition is expected to begin at 11:00 a.m.

How the Community Can Help

Log on to www.hartlandhomes.com/extreme/ to learn how you can volunteer to help build the home for the Machacek and Fullerton families. Financial donations for the family can be made by visiting any Union Bank location.

Extreme Family Account
c/o Union Bank & Trust

Deposits can be dropped off at any Union Bank location in Lincoln, Omaha or greater Nebraska.

About Hartland Homes

Hartland Homes, a locally owned company, is Lincoln's largest home builder and has been since we started building homes in 1984. We built and closed our 2000th home in 2004. At Hartland Homes our mission is to build quality, affordable homes. When Hartland Homes builds your brand new home, we build it with experience, knowledge and stability.



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Media are welcome on-site for the duration of the build. Keep in mind this is a very busy construction site and a closed Hollywood set. Please note that when visiting the site, physical access to the construction areas will be severely limited and close-toed shoes are required on site.

Media Relations coordinators will be on-site at the media tent starting Sunday, October 29 through Friday, November 3. The tent will be staffed from 7 a.m. to 7 p.m. daily and by special request.

Please go to www.hartlandhomes.com/extreme/ and go to the Media area to download our **media kit** for information concerning scheduling your time at the site, credential form and parking.

About Extreme Makeover: Home Edition

"Extreme Makeover: Home Edition," which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), will enter its 4th 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.

MEDIA GUIDELINES

1. Please follow these guidelines to ensure a smooth process.
2. The site will be a busy, hectic place. Please only send working media.
3. **You will be asked to remain inside the media tent at all times where you will have a direct line of sight to the build.**
4. Celebrity interviews are restricted and limited due to contracts and busy schedules. If you are interested in interviewing a designer or member of the production staff, *please ask someone wearing a media relations badge who will contact production staff to coordinate the interview if possible.*
5. If you are interested in interviewing a volunteer or subcontractor, please ask someone wearing a media relations badge. Media Relations will contact production staff to coordinate the interview if possible.
6. **Volunteers and subcontractors are available for interviews on a limited basis. Please plan accordingly as we cannot guarantee interviews. We will do our best to accommodate your needs.**
7. **Live feed, wireless microphones, helicopters or the use of cellular phones CANNOT** be allowed for the reveal on Friday, November 4.
8. To ensure your safety, please wear close-toe shoes and do not smoke at the construction site.

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