



Sundays 8/7c on ABC

FOR IMMEDIATE RELEASE

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CONTACT: Julie Roberts

(202) 445-3404

extrememyddeltonparker@gmail.com

or Sydney Parker

(850) 508-4012

**MyddeltonParker Builders Hosts Pep Rally for
Extreme Makeover: Home Edition Volunteers**

WHAT: On Thursday, February 12 a pep rally will be held for all construction volunteers and subcontractors of the *Extreme Makeover: Home Edition* Leon County build.

WHO: The MyddeltonParker Builders family including Jake Myddelton and John Parker, alongside their families and selected contractors, partners, and select volunteer leaders for the week-long *Extreme* build in Leon County. Conrad Ricketts, Executive Producer of *Extreme Makeover: Home Edition* will be present to unite and inspire the entire team for what he calls the “Superbowl of Homebuilding.”

WHEN: Thursday, February 12, 2009 at 8:00am

WHERE: **Bradfordville First Baptist Church - Sanctuary**
6494 Thomasville Road, Tallahassee, FL 32312

WHY: This pep rally for all construction volunteers/trade partners of *Extreme Makeover: Home Edition* will be an informational and inspirational experience for everyone present. To date, our community has shown tremendous support of this extraordinary project with over 3,000 volunteers online to donate their time.

To make a donation, become a sponsor, volunteer or help with the materials/goods that are still needed, please visit www.myddeltonparker.com

For more information regarding *ABC's Extreme Makeover: Home Edition* Leon County project, please contact Julie Roberts at (202) 445-3404 or Sydney Parker at (850) 508-4012.

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Build Schedule: February 20 – 27

February 20: Family is notified, known as the “Door Knock”

February 21: Production Day – Site is Set-Up

February 22: Braveheart Walk – Kickoff of the build – demolition follows.
Spectators Welcome after 12:00 Noon.

February 23: Construction Day 1 – Spectators Welcome!

February 24: Construction Day 2 – Spectators Welcome!

February 25: Construction Day 3 – Spectators Welcome!

February 26: Move In Day – Keys are turned over to the designers – Spectators Welcome!

February 27: House Reveal – “Move that Bus” – Spectators Welcome!

February 28: Family / Builder Press Conference

NOTE TO MEDIA: ALL MEDIA IS WELCOME AND ENCOURAGED TO ATTEND AND COVER THE PEP RALLY! PLEASE NOTE THAT THE PEP RALLY IS NOT OPEN TO THE GENERAL PUBLIC AND IS FOR CONSTRUCTION AND TRADE VOLUNTEERS. PLEASE DO NOT PUBLICIZE THIS EVENT TO YOUR VIEWERS PRIOR TO IT TAKING PLACE AS IT IS A CLOSED EVENT.

ABOUT EMHE

ABC’s “Extreme Makeover: Home Edition,” which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), is in its sixth season. The program is produced by Endemol USA, a division of Endemol Holding. Anthony Dominici is the executive producer, and David Goldberg is the president of Endemol USA. The show airs on Sundays (8 p.m. to 9 p.m. EST), on the *ABC Television Network*.

Mozell Miley
ABC Publicist
(212) 456-6444

Mozell.i.miley@abc.com

Jonathan Hogan
ABC Publicist
(818) 460-7016

jonathan.hogan@abc.com

ABOUT MYDDELTONPARKER BUILDERS

MyddeltonParker Builders, founded in Tallahassee in 2003 by Owners Jake Myddelton and John Parker, both natives of Tallahassee, specializes in custom and semi-custom homes, residential remodeling and commercial projects. MyddeltonParker Builders is dedicated to making the construction process an enjoyable customer experience, while fusing together craftsmanship and cutting edge design.

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MyddeltonParker Builders
PO Box 12723
Tallahassee, FL 32317
www.myddeltonparker.com

Extreme Media Moments

Please note this is very brief and is meant to serve as a general guideline so you can begin planning your coverage of this exciting event. More detailed information will be sent daily via email and will be available online at www.myddeltonparker.com.

Thursday, February 12 – Pep Rally

8:00am

- Pep Rally for all volunteers at Bradfordville First Baptist Church on Thomasville Road (pep rally to be held in the sanctuary). MyddeltonParker Builders, designated subcontractors, volunteers, and special appearance by Conrad Ricketts, Executive Producer of *Extreme Makeover: Home Edition*. Media is welcome to attend. The builders and other individuals will be available after the rally for interviews.

Friday, February 20 – Day One

Morning – “Door Knock”

- After the “Door Knock,” media will receive updated information electronically on the family selected and the location of the home. At that point, the media is invited to set-up at the build site. The set-up time is usually around noon.

4:00pm (approximately) – Family Interview

- This is the only opportunity to interview the family before they depart on their vacation.
- Family departs in a limo

Saturday, February 21 – Day Two

LIMITED MEDIA COVERAGE AVAILABLE

- Family’s items are moved out of the house
- Construction Site Prep
- Tents and Trailers are Set-Up

Sunday, February 22 – Day Three

BIG MEDIA DAY

6:30am – 7:30am: Braveheart Check-In

8:00am: **Braveheart MEDIA CHECK-IN**

8:30am – 10:30am: Braveheart Rush

- Build Team marches toward the house / Builders delivers motivational speeches to crew

12:00pm (SPECTATORS ARE INVITED)

- Demolition of House

2:00pm:

- Tents are Set-Up

MEDIA IS INVITED TO COVER THE CONSTRUCTION DURING THE WEEK

Monday, February 23 – Day Four

SPECTATORS ARE INVITED (8am – 8pm)

House is Framed (all day event)

- One of the most exciting days – watching the house go up in front of your eyes

Tuesday, February 24 – Day Five

MEDIA AND SPECTATORS INVITED (8am – 8pm)

- Construction Continues – Exterior Features are added

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Wednesday, February 25 – Day Six

MEDIA AND SPECTATORS INVITED (8am – 8pm)

- Construction Continues – Backyard Prep and landscaping

Thursday, February 26 – Day Seven

MEDIA AND SPECTATORS INVITED (8am – 8pm)

- MyddeltonParker Builders turns over the keys to *Extreme Makeover: Home Edition*
- Designer Move-In and Decorating Begins
- Furniture Move-In
- Exterior and Interior cleaned in preparation for Reveal Day

Friday, February 27 – Day Eight

MEDIA AND SPECTATORS INVITED AND ENCOURAGED

Arrival between 10am / 11am (streets will be closed)

- Join thousands of supporters as Ty Pennington and the design crew welcome the family home.
- Be on set to witness the now famous “Move That Bus” when the family sees their new home for the first time.

Saturday, February 28 – Day Nine

Time to Be Announced at Later Date

- Family and Builder Press Conference – first interview with the family in new home
- Presentation of community gifts to the family

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