



Sundays 8/7c on ABC

## News Release

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FOR IMMEDIATE RELEASE

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### *Extreme Makeover: Home Edition* Selects Hallmark Homes to Give One Deserving Indiana Family the Dream of a Lifetime

**Anderson, Ind., Oct. 7, 2009** – *Extreme Makeover: Home Edition* is coming to Indiana to surprise one deserving family with a brand new custom-built home. Hallmark Homes, based in Anderson, Ind., will build the home and is coordinating partnership, donations and volunteers.

“We are honored to be selected by *Extreme Makeover: Home Edition*. We look forward to building the home of their dreams in 106 hours flat,” says Paul Schwinghammer, president of Hallmark Homes. “It’s gratifying to know that we can help make a positive difference for a Hoosier family.”

It’s not just the family who will have a positive experience. “The real excitement comes in knowing how much the people who volunteer on this project will be changed,” says Derek Wilder, Hallmark Homes CEO. “It’s a great thing to be part of something bigger than yourself.”

**-MORE-**

**ADD ONE**  
**Extreme Makeover, 10/7/09**

Five families are being considered throughout the region and Ty Pennington, the star of the show, will show up on the doorstep of the selected family on Oct. 21.

Hoosiers will be able to visit the site during the build and to volunteer to help. More information is available at [www.hallmarkextreme.com](http://www.hallmarkextreme.com).

**A press conference is scheduled for this afternoon at 1:30 p.m. at Inventrek at 700 East Firmin Street, Kokomo, IN 46902.**

Businesses and community partners have already signed up to be part of the project. Anderson University is mobilizing students, faculty, staff and alumni to help make one family's dream come true. Other partners include: Carter Lumber, Bilt Best Windows, Reese Wholesale, Climate Master, JN Stone, Modern Trailer Sales, Blakely's Flooring, Madison Millwork, Schneider Electric and Ball State University.

A special Web site, [www.hallmarkextreme.com](http://www.hallmarkextreme.com), launches today to provide around the clock updates during the 106-hour race to the finish.

**About Hallmark Homes:**

Hallmark Homes is one of the largest, on-your-lot custom home builders in the Midwest. Having built more than 1,000 homes since 1992, Hallmark Homes' service, quality control, scheduling and warranty are second to none. Hallmark Homes is a proud recipient of the coveted 2008 Keystone Award and 2008 Residential Warranty National Award of Distinction. Hallmark is also member of the Better Business Bureau and the National Association of Home Builders. For more information, visit [www.hallmarkhomes.com](http://www.hallmarkhomes.com).

**-MORE-**

**ADD TWO**  
**Extreme Makeover, 10/7/09**

**About ABC-TV's *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 p.m. – 9 p.m., ET on ABC.

**Note to Media:** One of five deserving families in our community will be selected as the recipient for a new Hallmark home and a life changing week. Below you will find information on the build schedule, volunteers, sponsorships, donations and media credentials.

Build Schedule

Oct. 16: Pep rally for volunteers

Oct. 21: Family is notified, also known as the “Door Knock”

Oct. 22: Demolition of the house

Oct. 27: House reveal, also known as the time for “Move that Bus!”

Spectators and Volunteers

Hallmark Homes is inviting individuals from across Indiana to attend and volunteer during the build. All individuals interested in participating as spectators or volunteers should visit the Web site:

[www.hallmarkextreme.com](http://www.hallmarkextreme.com).

Sponsorships and Donations

To make a donation please go to [www.hallmarkextreme.com](http://www.hallmarkextreme.com). To learn more about sponsorship opportunities, contact Derek Wilder at (765) 620-3883 or via e-mail at [derek@hallmarkhomes.com](mailto:derek@hallmarkhomes.com).

Media Credentials

During the week-long build, a media tent will be available for all qualified media members. To schedule interviews with builders, family and talent or to request information on credentials, please e-mail [media@hallmarkhomes.com](mailto:media@hallmarkhomes.com). To schedule an interview please call (765) 620-3883.

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