



## FOR IMMEDIATE RELEASE

### CONTACT:

Danielle Bacon-Parnagian  
559-259-7504  
[Danielle@deyoungproperties.com](mailto:Danielle@deyoungproperties.com)

Sarah Strid  
559-696-1959  
[sarah@cohencommunications.com](mailto:sarah@cohencommunications.com)

### DE YOUNG PROPERTIES JOINS ABC'S "EXTREME MAKEOVER: HOME EDITION"

*3<sup>rd</sup> Generation Local Builder to lead 7-day home build for one deserving Fresno County family*

**Fresno, CA.(December 30, 2008)**— De Young Properties announced today that they will be joining the emmy award-winning, hit reality show, ABC's *Extreme Makeover: Home Edition* to build a new quality constructed De Young home for one deserving Central Valley family.

De Young Properties, now in it's third generation, has the task of building a quality constructed home in just seven days, but they can't do it alone! "We are honored to have been chosen as the builder for this extraordinary project. We are reaching out to our generous community for their support and encourage everyone to get involved in some way to help change one family's life forever" said Jerry De Young, President of De Young Properties.

This will be the first time *Extreme Makeover: Home Edition* will be in California since 2006. De Young Properties has been given the vast task to oversee construction on an intense one-week build that will uphold the highest standards of quality craftsmanship, design and energy efficiency.

-more-

  
PO Box 5178 · Fresno, CA · 93755  
[www.deyoungproperties.com](http://www.deyoungproperties.com)



*De Young – Page 2*

Five families in the Central San Joaquin Valley, all of whom have been deemed “Heroes at Home” are being considered and one lucky family will be surprised when Ty Pennington, team leader of the show accompanied by his design team, knocks on their front door **Thursday, January 8<sup>th</sup>**.

De Young Properties was chosen as the builder for this “Extreme” build in large part because of their 30-year tradition of giving back to our community. Embracing a core valued dedicated to improving the quality of life in the Central Valley, De Young supports local schools, non-profits and community groups, in addition to its neighborhood building activities. The company donated two homes to benefit the Saint Jude Children’s Research Hospital in 2007 and 2008 and will donate a third home in 2009. “De Young Properties unwavering passion for their community was clear” said Conrad Ricketts, Executive Producer of *Extreme Makeover: Home Edition*. “We are looking for ‘Heroes in the Community’ and both the family that will be chosen and De Young Properties are wonderful representations of our theme this season.”

While De Young Properties has built over 7,000 homes in the Central Valley, this “Extreme” build will be unique in 2 ways; the build must be completed in 7 days *and* all products and labor must be donated. De Young Properties is requesting volunteers from the community to provide time, support and resources to help ensure the success of this life-altering project. Interested individuals or companies can find more information on how to volunteer time and resources at [www.deyoungproperties.com](http://www.deyoungproperties.com).

*-more-*



*De Young- Page 3*

“Fresno is a very tight-knit community and known for it’s wonderful kind hearted citizens” said Paula De Young, Executive Vice-President of De Young Properties. “We are confident that our Valley will come together with generosity of spirit and a neighbor-helping-neighbor desire to build a new home and more importantly a new life for one deserving family.”

**About EMHE**

“Extreme Makeover: Home Edition,” which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), is entering its 6<sup>th</sup> season on ABC. 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 (8:00-9:00 EST), on the ABC Television Network.

**About De Young Properties**

Continuing a 60-year tradition of commitment to its community, Jerry and Paula De Young began building in 1974 to help families realize the American Dream of home ownership. Now in its third generation with the addition of Ryan De Young and Brandon De Young on the team, the De Young family has built over 7,000 homes in the Fresno and Clovis area, making the family name synonymous with quality, innovation and customer service. De Young Properties is currently constructing and selling homes in four communities; Brentwood on the Green, Brentwood Ranch, Brentwood Loma Vista and The Fairways. For more information on De Young Properties please visit [www.deyoungproperties.com](http://www.deyoungproperties.com). *Three Generations of Building Extreme Dreams.*

###

**Mozell Miley**  
ABC publicist  
PH: 212-456-6444  
[mozell.i.miley@abc.com](mailto:mozell.i.miley@abc.com)

**Jonathan Hogan**  
ABC Publicist  
PH: 818-460-7016  
[Jonathan.Hogan@abc.com](mailto:Jonathan.Hogan@abc.com)