



Sundays 8/7 c on ABC

Extreme Media Moments

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

Monday, January 5 – Pep Rally

9:00 am – Pep Rally for all volunteers at St. Anthony's of Padua Church on Bullard & Maroa (Pep Rally will be held in the Auditorium). De Young Properties, designated subcontractors, volunteers, and special appearance by Conrad Ricketts, Executive Producer of Extreme Makeover: Home Edition. Media is welcome to attend and interviews with builders and others will be available for interviews after the rally.

Thursday, January 8 – Day 1

Morning – Door Knock

*After door knock, media will receive updated information electronically on family & location of home. At that point media is invited to come to set for coverage (this will be around noon).

4PM – APPROXIMATELY - INTERVIEW THE FAMILY – this will be your only opportunity to interview the family before they leave on vacation.

Family leaves in limo

Friday – January 9 – Day 2 (photo and video very limited this day)

Furniture Move-Out, Clothes Sent to Dry-cleaner

Construction Prep

Set up trailers and tents

Saturday, January 10 – Day 3 (Big VISUAL DAY FOR MEDIA- NO SPECTATORS)

6:30 – 7:30 am – Braveheart check-in (8am Media check-in)

8:30 - 10:30 am – Braveheart Rush (Build team marches to the house & De Young Properties give motivational speeches to crew & demo begins)

11:00 am – 1:00 pm – Demolition of the house

Media is welcome to cover construction through the rest of the week

Sunday, January 11 – Day 4 (1st day spectators are allowed)

9:30 am – 2:00 am HOUSE IS FRAMED – all day event

1st Day spectators are on-site!

One of the most exciting days – watch the home go up in front of your eyes!

Monday, January 12 – Day 5

Construction Continues - Exterior features added

Tuesday, January 13 – Day 6

Construction Continues - Back yard prep and landscaping

Wednesday, January 14 – Day 7

De Young Properties turns keys over to *Extreme Makeover: Home Edition*

Designers move in furniture and decorating begins

Furniture Move In

Exterior and Interior are cleaned in preparation for Reveal Day

-more-



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Thursday, January 15 – Day 8

2– 3pm – Join thousands of supporters as Ty Pennington and the design crew welcome the family home. MEDIA AND COMMUNITY ARE WELCOME AND ENCOURAGED! Be on-set to witness the now famous “MOVE THAT BUS” when the family see’s their new home for the first time!

Friday, January 16 – Day 9

11:00 a.m. – Family/Builder Press Conference – First interview with the family after they see their house – at this time gifts will be presented to the family from community donations.

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