

NEWS

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FOR IMMEDIATE RELEASE
Feb. 20th, 2008

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“EXTREME MAKEOVER: HOME EDITION” FINISHES THE 50 STATE TOUR BY CALLING A NATIONWIDE BUILDER COALITION TO HELP THE EXTREME TEAM TACKLE LOUISIANA... and calls on Alure Home Improvements and Sal Ferro to once again help lead the way.

EAST MEADOW, NY - With Hurricane Katrina still taking a toll on families on the road to recovery, resources and manpower are scarce and it will take the efforts of the entire country to come together to make a difference

Alure is **among a group of builders** selected from across the country to lead the construction of a home by "Extreme Makeover: Home Edition" in Katrina-ravaged New Orleans, **show's last stop on a 50-state tour and will wrap up the show's season.** We need Volunteers starting on March 8th-14th.

"In a first-ever effort to put together a coalition of past builders from all over the country, "Extreme Makeover: Home Edition" called on the Building Industry to join forces and help with what may be the toughest challenge yet." Even three years later, the gulf region is still suffering in the wake of Hurricane Katrina, and I believe it is going to take the entire nation to re-build, which is why it makes sense that we would need an extreme coalition of builders from all across this country to pull together and help make a difference in New Orleans for deserving families on the show." Says **Denise Cramsey**, executive producer for Extreme Makeover: Home Edition.

"This show is about the barn raising of the 1900s. Where community comes together to change lives. Louisiana is that life, and this time the community is our nation. To make a real difference along the gulf coast will take the nation. We make that step by bringing builders together, some who lost their houses and business, and others we have met in our fifty state tour." Says **Conrad Ricketts**, executive producer for the show. "Together we will show the nation that the impossible are just words."

Alure Home Improvements' President and CEO, Sal Ferro, is no stranger to helping the community or building homes in less than a week for the Emmy winning ABC show. Ferro and Alure have already performed six home renovations for the show since it began changing lives in 2004 and joining the coalition for number 7 was an easy decision for Ferro.

"This was an easy decision. It's unfortunate and a shame that so many Americans in need have been forgotten about, and we are proud to team up with Extreme Makeover: Home Edition to help show the world what can be accomplished when we all pitch in to help make a difference" says Ferro. Even though it is a tv show, we truly appreciate and recognize what **Extreme Makeover: Home Edition** does for the community and the positive impact they have on people's lives. We've seen thousands of community members get together to support other families we've performed makeovers for, and witnessing the coming together of the different communities has been incredibly rewarding. We are both honored and proud that the show has selected Alure as one of their key contractors on the **Leadership team** to lead the coalition of builders from across the county.

Each team will gather volunteers, subs and trades from each state and travel to New Orleans for the week of the build. "To end our fifty state tour in Louisiana, talks to the nation about family, extended family, neighborhood, and community. And how we as a nation can join together to help rebuild, says Ricketts."

"In New Orleans, building is very difficult because Hurricane Katrina is not a three-year-old story," Korman said. "It's a story right here and right now. It's going to take an entire nation of builders to come and help." Builders and resources are limited in New Orleans because so much rebuilding is still underway, she said. "We need manpower, leadership and builders who know how to build a house in a week." We've called on Alure for help six times already, and each time they have come to the rescue to help make a difference, including performing back to back makeovers for us, only 2 weeks apart back in 2006. These guys have shown us what true professionals they really are." Korman said.

"This coalition of builders knows how to do that. They don't ask how or why, they said when and where do you need me. They are the true heroes. America is coming to Louisiana to make a difference." We would be nothing without the heart and soul of builders like Alure stepping up," Korman said. "It's not going to take nails and sticks of wood to heal the Gulf Coast. It's going to take heart, soul, passion and manpower. That's what it's all about."

The Louisiana coalition includes past builders from other "Extreme Makeover" projects and represents a first-ever effort by the show to form such a coalition to build a home in a week with donated materials. The show decided to organize this all-star team because of the continued dire conditions in New Orleans, said Diane Korman, senior producer of "Extreme Makeover." Anyone interested in donating or volunteering for the project can do so by going to www.extremeneworleans.com

This episode is the season finale and will air on **May 18th as a two-hour show.**

The design team for this episode of “Extreme Makeover: Home Edition” will feature team leader Ty Pennington and designers *Michael Moloney, Paul DiMeo, Tracy Hutson, Paige Hemmis, Eduardo Xol and Ed Sanders*. The series is produced by Endemol USA, a division of Endemol Holding. It’s executive produced by Denise Cramsey and Conrad Ricketts. David Goldberg is the president of Endemol USA. “Extreme Makeover: Home Edition” is broadcast with Spanish subtitles via secondary closed captioning. This program carries a TV-PG parental guideline.

This episode of “Extreme Makeover: Home Edition” will be available on ABC.com the day after airing on the network for users to watch online.

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