



***Extreme Makeover: Home Edition* Hosts
Pep Rally to Kick Off Fayetteville, NC Build**

Extreme Partners with Non-profits USO of NC, Army's Army and Second Harvest Food Bank

Fayetteville, NC – June 30, 2011 – In case you haven't heard, *Extreme Makeover: Home Edition* is coming to Fayetteville, NC. There will be a community pep rally on Thursday, July 7 at Crown Coliseum to kick off the build. The pep rally will be led by *Extreme* Senior Producer Milan Vasic. The public is encouraged to attend this free event. Doors open at 4:30 p.m.

Jeremy Aagard from the Fayetteville SwampDogs will emcee the event. The pep rally will kick off with entertainment from the 82nd Airborne Division's rock band, "No Reserve," and former American Idol contestant Victoria Huggins at 5:00 p.m. Vasic will then present the *Extreme Makeover: Home Edition* story to the crowd, complete with verbal and video accounts.

The pep rally will also be the kickoff for two community-wide initiatives being held in conjunction with the build. The theme for the Fayetteville build, "Heroes, Hearts and Hard Hats," was selected in honor of the patriotic pride and community spirit of Fayetteville, America's Hometown.

"When you watch *Extreme Makeover: Home Edition* on TV, you see us doing a lot to help one deserving family. In reality, we come in and try to support the entire community and get involved with causes that are important wherever we are," said Vasic. "In Fayetteville, we've decided to partner with USO of NC, the Army's Army and Second Harvest Food Bank."

With seven major military installations, two of which are in Fayetteville, North Carolina has the fourth largest demographic of active and reserve duty components in the country. The United Service Organizations of North Carolina (USO of NC) and the Army's Army will partner together on a Rack Pack Drive that will kick off at the pep rally. USO of NC Rack Packs will be distributed to Fort Bragg single soldiers when they return home from deployment.

Pep rally attendees are asked to bring travel-size personal hygiene items such as shampoo, shaving cream, toothpaste, toothbrushes, wash cloths, body wash, dental floss and hand sanitizer to include in the Rack Packs. The Army's Army will have a booth where volunteers and attendees can write personalized "hero" thank you cards to include in each Rack Pack. The USO of NC is the lead organization charged with supporting military servicemen and women in the state. The Army's Army is the world's only non-profit volunteer organization of citizens and businesses who have pledged their support to those in the military, specifically in Fayetteville/Cumberland County. Miss Fayetteville 2011, Katie Elizabeth Mills, will be on-hand to assist with the drive.

There are over 200,000 people at risk of hunger within a seven-county radius of Cumberland County. *Extreme* and builder Blue Ridge Log Cabins will partner with Second Harvest Food Bank of Southeast North Carolina on the "Fill That Bus" food drive. Second Harvest Food Bank provides food to those at risk of hunger in Bladen,

Cumberland, Duplin, Harnett, Hoke, Robeson and Sampson counties. Attendees are asked to bring donations of non-perishable canned foods to the pep rally to help “fill that bus.” Every person bringing a can of food will receive \$1 off admission to the SwampDogs game taking place at 7:30 p.m. at J.P. Riddle Stadium. Vasic will throw out the ceremonial first pitch.

The identity of the family receiving a complete home rebuild from *Extreme Makeover: Home Edition* will be revealed on Thursday, July 14 during *Extreme*'s, “Good Morning!” wake up call. The pep rally will be an opportunity for registered volunteers to meet each other. Both skilled professionals and general volunteers are needed. Donations of construction and design materials are also needed.

To find out how you can get involved in the build, visit www.joinextreme.com/northcarolina.

About *Extreme Makeover: Home Edition*

The Emmy Award-winning reality program “*Extreme Makeover: Home Edition*,” entering its 9th season, is produced by Endemol USA, a division of Endemol Holding. It's executive-produced by Brady Connell and George Verschoor. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00-9:00 p.m., ET on ABC.

About USO of NC

The United Service Organizations of North Carolina (USO of NC) is leading the way to enrich the lives of America's military in the Carolinas. The mission of the USO of NC is to serve and support America's military and their families. The USO of NC has been providing programs and services to U.S. military personnel and their families for 70 years. The USO of NC is a 501c3 nonprofit, charitable organization, relying on the generosity of North Carolinians to support its programs and services. The USO of NC operates five centers across North Carolina to include a recreation center on Fort Bragg.

About The Army's Army

Fayetteville/Cumberland County is America's first sanctuary community for the military and their families. The Army's Army is the world's only volunteer organization of citizens and businesses who have pledged their moral, physical and spiritual support to those in the military. We do everything we can to make soldiers and their families feel welcome, appreciated and safe. The Army's Army is dedicated to “watching over those who watch over us©.” For additional information, visit www.armysarmy.com.

About Blue Ridge Log Cabins

Founded in 1992, Blue Ridge Log Cabins today is widely considered the most innovative company of its kind in America. Ranked by *Inc.* magazine as one of the fastest growing privately held companies in the nation two years running, Blue Ridge Log Cabins has created modular home-building practices for the upscale log cabin industry, reducing the cost, time and risk normally associated with such construction thanks to its state-of-the-art, 110,000-square-foot production facility located in the Upstate of South Carolina. Capable of building as many as 15 custom homes each week from 500- to 5,000-square-feet, Blue Ridge Log Cabins was featured on the premiere episode of HGTV's “Amazing Log Cabin” series, and the company has built and delivered homes for customers as far away as Wyoming.

***Note to Media:**

To request information on credentials for the Pep Rally, contact Leah Knepper with Rubberneck Media at 919.397.5355 or lknepper@rubberneckmedia.com.

Below please find specific information on the build schedule, volunteer sign-up, sponsorships, donations and media credentials.

Build Schedule

July 14-21: Build

July 14: Family is notified, AKA “Door Knock”

July 17: Heroes, Hearts & Hard Hats Festival, Festival Park

July 21: House Reveal, AKA “Move that Bus!”

Volunteer Information

To participate in the build or in one of the events leading up to the build, please visit

www.blueridgelogcabins.com or www.joinextreme.com/northcarolina or contact Carolyn Moore with Blue Ridge Log Cabins at extreme@blueridgelogcabins.com.

Sponsor and Donation Information

To make a donation of good, service or cash toward the build, please visit www.blueridgelogcabins.com. To become a sponsor, please contact Beverly Roseman with Blue Ridge Log Cabins at 888.348.5888 or extreme@blueridgelogcabins.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 visit www.joinextreme.com/northcarolina or contact Leah Knepper with Rubberneck Media at 919.397.5355 or lknepper@rubberneckmedia.com.

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