



DATE: Aug. 22, 2008

MEDIA ADVISORY

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**WHAT:** Kick-Off Pep Rally for St. Louis *“Extreme Makeover: Home Edition”* upcoming build

**WHO:** “Extreme Makeover: Home Edition” producers, Callier Thompson Shea & Consolidated Construction Group builder team, volunteers, supporters, trade contractors and the media. (The event is not open to the general public.)

**WHEN:** Tuesday, Aug. 26, 2008, 8 – 11 a.m.

**WHERE:** Manchester United Methodist Church, 129 Woods Mill Road, Manchester, MO 63011

**WHY COVER THIS EVENT:** The builders will talk about why they got involved. The “EMHE” producers will give an overview of how a seven-day build works and get the volunteers pumped up about the project.

**BACKGROUND:** “Extreme Makeover: Home Edition,” which has won back-to-back Emmy Awards as the Best Reality Program (non-competitive), is entering its sixth 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. For information on the project, please visit [www.extremehomemakeoverstlouis.com](http://www.extremehomemakeoverstlouis.com).

**NOTE:** Media are invited to cover the event with a reporter, camera crew or photographer.

John Shea, Callier Thomson Shea Construction & Design; Dave Dunlap, Consolidated Construction Group; and Conrad Ricketts, executive producer, “Extreme Makeover: Home Edition,” will be available for interviews immediately following the pep rally.

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