



**** MEDIA ADVISORY ****
THURSDAY, AUGUST 23, 2007

TJBHomes.com

Sundays 8/7c on ABC

MEDIA CONTACTS:

PRINT: Michelle Knoll

Office: 952.223.4712

Cell: 952.457.6626

Michelle@KnollCommunications.com

TV/RADIO: Katie Steines

Office: 952.929.2300

Cell: 612.803.7269

KSteines@ResultsonTV.com

BRINGING DOWN THE HOUSE

DAY 3; *Extreme Makeover: Home Edition* MN Visit

(Minnetonka, MN)- Out with the old and in with the new. Today demolition crews will knock down the Swenson-Lee's three-bedroom home to make way for a new house, *Extreme Makeover: Home Edition* style. The day starts with a grand march to the demolition site. The public is encouraged to join TJB Homes, Inc, contractors and vendors in the march as a show of community support. Then it's time to tear that house down. Demolition crews will knock down the existing home and start laying the foundation for the Swenson-Lee's new home.

EVENTS SCHEDULED FROM: August 21-28, 2007

LOCATION: 208 Park Lane S., Minnetonka, MN (directions, media instructions, parking and additional information available from media contacts or on www.TJBHomes.com)

WEDNESDAY'S PROGRESS: house stripped of all salvageable parts that will be given to other families in need, dirt, lumber and other equipment arrived on site, utilities disconnected

TODAY'S NOTABLE/VISUAL EVENTS:

9AM:** "Braveheart" march to the site (check in starts around 8am)

***NOON:** Demolition on the home begins

***4:30PM:** Crews begin pouring foundation on the new home

***All times are approximate**

The build site will be active 24/7 until the new home is revealed next Tuesday. Media is encouraged to come 7am-7pm daily. Special arrangements can be made outside that time. The public is encouraged to come down and watch. Public & media parking is at the Church of St. Mary of the Lakes in Plymouth. Call media contacts above to arrange interviews and liveness. All media must check-in at the media tent on the site.

*****if media tent is not set up yet, all media should go to security and ask for Jeff Cruz.**
