



MEDIA CONTACTS:

PRINT: Michelle Knoll

Office: 952.223.4712

Cell: 952.457.6626

Michelle@KnollCommunications.com

TJBHomes.com

Sundays 8/7c on ABC

TV/RADIO: Katie Steines

Office: 952.929.2300

Cell: 612.803.7269

Ksteines@ResultsOnTV.com

EXTREME MAKEOVER: HOME EDITION MINNESOTA VISIT
AUGUST 22-28, 2007
Possible Story Angles

Extreme Makeover: Home Edition and TJB Homes, Inc. will be helping build a brighter future for the Swenson-Lee Family of Minnetonka this week. Vicki and Erik Swenson welcomed the four Lee children (ages 6-12) into their family of five last fall after the children's mother, Vicki's sister, was fatally shot by an ex-boyfriend. The children lost their father in a car accident a few years prior. Now with another baby on the way, this family of soon-to-be ten is swelling out of their three bedroom home.

Blaine-based builder, TJB Homes, Inc. has rallied hundreds of local contractors, businesses and thousands of volunteers to make this a week the Swenson-Lee family and Twin Cities community will never forget. The media is welcome and encouraged to cover what will likely be the show's only stop ever in Minnesota.

As you plan your coverage, here are a few story angles to consider:

- ***How do they do that?*** The question everybody wants to know. How can a home that normally takes 6 months to build be built in one week and with a shorter punch list than a typical home?
- ***Simply Green built:*** find out about the environmentally-friendly materials used and how they can increase energy efficiency without adding much to the cost of a home. What is new and available on the market for home buyers?
- ***"Giving at a time when it is harder to give":*** Local builder and contractors donating labor and supplies at a time when the building market has slowed
- ***Competitors coming together:*** many competing contractors and trades will be working side-by-side in a high stress environment under tight deadlines to get this house done
- ***One family helping another family:*** why the Budzynski family, owners of TJB Homes, Inc. decided to take part in this project and how it has changed their lives.
- ***The fine details:*** all the things no one sees on the show or may think about; zoning laws, electrical and phone lines, getting big equipment in and out, crowd control, security, when/where do workers sleep, how many work at once, who picks the home design etc.
- ***Behind the local scenes:*** TJB Homes has a full-time staff of nine. How do they orchestrate an event of this magnitude? (they are not only responsible for building the home, but have also coordinated volunteers, donations and a few surprises)
- ***Pay It Forward:*** Hear how this project will benefit other local families in need and will continue to benefit the community beyond this week and this one house.
- ***"Minnesota Nice":*** This is the ultimate display of that phrase. Meet some of the hundreds of MN vendors who are donating to the family, see what they are donating and how it will help the family

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