



## **MEDIA ADVISORY – NOT A PUBLIC EVENT**

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**HUNDREDS OF MONTGOMERY’S FINEST CONTRACTORS LED BY  
ARONOV HOMES, BAND TOGETHER TO HELP  
THE JORDAN FAMILY**  
*Braveheart March officially starts Montgomery’s “Extreme” build & demolition!*

**Montgomery, AL (February 18, 2009)** — Wednesday, February 18, *Extreme Makeover: Home Edition* will be holding the Braveheart March and demolition of the Jordan family house. Hundred’s of subcontractors, led by the Aronov Homes team will rally together in the spirit of neighbor-helping-neighbor to build a new home for the Jordan family. Demolition of the home will take place directly after the Braveheart Scene at approximately 12:00 p.m.

**Note to Media:** This is an amazing visual opportunity for media to cover but please note that this is not a public event so do not release this information to the public. The spectator area is not set-up so spectators will not be allowed on set. We thank you in advance for your support of this extraordinary community building event!

### **Agenda:**

- Media check in: 8:30 a.m. (Media to park in Media Parking at Hodges Warehouse, 4590 Mobile Highway and then will get shuttled over to the build site). Live trucks will get direct access. Please contact Jennifer or Cindy upon arrival.
- Braveheart speeches and March: 9:00 a.m. – 12:00 p.m.
- Demolition of the Jordan family home begins: 12:00pm

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**Location:**

The location of the Jordan family home is 5336 Ira Lane, Montgomery, AL 36108.

**Blood Drive:**

As a part of this Extreme event, there will be a LifeSouth blood mobile located at Eastside Grille, 6667 Atlanta Highway on the following days: 2/18 from 11:00 a.m. – 7:00 p.m., 2/20 from 11:00 a.m. – 7:00 p.m., 2/21 from 11:00 a.m. – 7:00 p.m., 2/22 from 10 a.m. – 2:00 p.m., 2/23 from 11:00 a.m. – 7:00 p.m.

**Food Drive:**

Spectators are asked to bring a can of food as their admission ticket to the site. Canned goods will be donated to the Montgomery Area Food Bank.

**General Information:**

The media is welcomed and encouraged to be on-site daily to cover this Extreme build. The PR department is here to answer your questions, make your job easier and provide you daily with updated information and story ideas. This is a community-driven effort and we thank you in advance for your participation and partnership.

- Recommended media hours on-set are daily, February 16<sup>th</sup> – February 23<sup>rd</sup> from 8:00 a.m. – 8:00 p.m. (special arrangements must be made for coverage outside of these hours).
- Daily media alerts will be sent electronically and will also be available on location.
- Media ID is required at all times on location.
- Please keep in mind that this is a closed construction site. Safety is of utmost importance and all rules must be followed.

**Park & Ride:**

Media, VIP, and volunteers are to park at the parking lot at Hodges Warehouse. From there, media will shuttle to the location and proceed directly to the check-in tent. ALL media must go through the check-in tent daily for access to the site.

**Media Badges:**

Media badges will be distributed to valid members of the media at the check-in tent. Media Badges must be clearly displayed at all times. At the tent, each media representative will be required to show station/publication credentials and photo ID in order to obtain a media badge.

**Media Tent:**

The Media tent will be open daily from 8:00 a.m. - 8:00 p.m. The media tent is your front row access to the build. Please be advised that all media are required to stay in the media tent for their coverage. They are never allowed to be part of construction, volunteer or walk into the house during the build or until after the airdate.

**Clothing Rules:**

Media, volunteers, and subcontractors must wear closed toe shoes at all times.

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**Interviews:**

Interviews with the builders, designers and project managers are an excellent way to supplement stories with visuals and human interest angles. Interviews can be scheduled through the duration of the project. All interviews must be scheduled through the media contacts (listed above). The PR team will do their best to schedule interviews with who you need, when you need them but please keep in mind that this is a busy construction site and everyone involved is in a race-against time to complete the build; your patience and understating is appreciated! Attempts to interview on-site without permission will result in loss of access to the site.

**Live Shots/Satellite Trucks:**

Please note that space will be limited at the construction site. The ability to do live shots will depend on space available. We will do our best to accommodate but please keep in mind this is a closed construction site.

Updated information will be available daily on [www.aronovhomes.com](http://www.aronovhomes.com). We look forward to working with you. Please do not hesitate to call us with any questions or concerns you may have.

**About EMHE**

“Extreme Makeover: Home Edition,” which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), is entering its 6<sup>th</sup> 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. The show airs on Sundays (7:00-8:00 CST), on the ABC Television Network.

**About Aronov Homes**

For over half a century, the Aronov name has been synonymous with quality real estate in the Southeast. Aronov's founder, Aaron Aronov, first began building single-family homes in the early 1950s. Since that time, the hallmarks of every Aronov project -- craftsmanship, attention to detail, and excellent value -- have remained the same.

Since its founding in 1952, Aronov has grown to be the largest privately-held fully-diversified real estate company in the Southeast. In addition to developing neighborhoods and building the finest quality homes, Aronov develops, leases and manages a large number of shopping centers, apartment communities, and office buildings throughout the Southeast, as well as offering a full line of commercial and personal insurance products. For more information about Aronov Homes, visit [www.aronovhomes.com](http://www.aronovhomes.com). For more information about Aronov Realty Management, Inc., visit [www.aronov.com](http://www.aronov.com).

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