



Sundays 8/7c on ABC



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***Extreme Makeover: Home Edition* Selects
Fayetteville Jubilee House Build as Season Premiere**

First Lady and Community Involvement Make Build Stand Out

Fayetteville, NC - August 31, 2011 – Sometimes it takes an army to get the job done...especially when you're building a 5,000 square foot, three-story house in just seven days. Luckily for *Extreme Makeover: Home Edition*, Fayetteville/Cumberland County had an army of volunteers ready to help when the national reality television show rolled into town last month. The special build was for Navy veteran Barbara Marshall and the Jubilee House, a shelter for homeless female veterans that Marshall established in her own home. The excitement in the community continued to grow when First Lady Michelle Obama showed up to help with the build as part of her new Joining Forces initiative. When forces of this magnitude join together, the result is nothing short of spectacular, which is why *Extreme* has selected the Fayetteville episode to kick off its ninth season with a two-hour season premiere on Sunday, September 25 at 7:00 p.m.

When everything was said and done, nearly 4,000 volunteers put in more than 33,000 man hours during the week of the build. You'll see lots of exciting things when the show airs next month, including demolition of the original home, construction of the new home, interior design elements, and a personal look at Marshall and her family. But there's also a lot of great parts you won't see, like the behind-the-scenes involvement from the entire community and local businesses. The Army's Army, the world's only non-profit volunteer organization of citizens and businesses who have pledged their support to those in the military, was one of two community organizations selected to take a leading role in the build.

"When you watch *Extreme Makeover: Home Edition* on TV, you see us doing a lot to help one deserving family," said *Extreme* Senior Producer Milan Vasic. "In reality, we come in and try to support the entire community and get involved with causes that are important wherever we are. Because of the significant military presence here, we selected the Army's Army and the USO of NC in Fayetteville."

The Army's Army and the USO of NC partnered together on a Rack Pack Drive that kicked off at the community pep rally and lasted throughout the build. Approximately 500 Rack Packs including a personalized "hero" thank you card were assembled and will be distributed to Fort Bragg single soldiers when they return home from deployment.

Time Warner Cable, an Army's Army partner, was involved in the project from start to finish. They delivered high-speed internet and video services to key areas on-site, as well as wiring and installing the new home with one year of complimentary services including internet, video and digital phone.

Cross Creek Mall and Belk participated as sponsors of the VIP fundraising event benefitting the Jubilee House Build Fund, "Heroes, Hearts and High Heels." Belk outfitted the models for the fashion show that took place that evening with footwear and accessories, all of which were later donated to residents of the Jubilee House.

Two of the Army's Army restaurant partners, Outback Steakhouse and Hardee's, provided dinner to more than 350 volunteers and construction crew members during the build. International Minute Press donated in-kind printing services for various promotional items.

Fayetteville/Cumberland County has received national recognition for being a pro-military community several times. It was selected as an All-America City for the third time this past June and was chosen as the location for the North Carolina Veterans Park, which was dedicated on July Fourth. Fayetteville will also be the site of Heroes Homecoming - a 10-day commemorative celebration honoring Vietnam Veterans - in November.

The Fayetteville edition of *Extreme Makeover: Home Edition* will air at a special time on Sunday, September 25 at 7:00 p.m., ET on ABC. There will be a local air party that evening at Capel Arena on Fayetteville State University's campus (1200 Murchison Road). Doors will open at 5:30 p.m. Local ABC affiliate, WTVD 11, will air a behind-the-scenes special on Friday, September 23 at 7:30 p.m. The 30-minute feature will highlight community and volunteer involvement and will give viewers an exclusive look at what goes on when *Extreme's* cameras aren't rolling.

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 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.