

## PRESS RELEASE AND REQUEST FOR COVERAGE

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Market Mentors, LLC

MARKETING ADVERTISING PUBLIC RELATIONS

### **FOR IMMEDIATE RELEASE**

## **IT'S A WRAP! CONNECTICUT VALLEY EXTREME MAKEOVER: HOME EDITION PROJECT FINISHES WITH AN EXTREME PARTY**

*Local Businesses Come Together To Show Volunteer Appreciation at the Naismith Memorial Basketball Hall of Fame*

**Springfield, MA** – An emotionally charged and long awaited finish to an exciting week in Suffield, CT ended for many on Sunday, June 28<sup>th</sup> as the Hill family's new home was revealed for the first time to them and thousands in their front yard. However, the **Extreme Makeover: Home Edition** project was not over for hundreds of construction, electrical, plumbing and corporate volunteers and members of the West Springfield, MA and Avon, CT based Pecoy Signature Homes. Pecoy Companies staff and lead team members who helped build the new home finally had a chance to exhale and unwind as volunteers joined the ABC's Extreme Makeover: Home Edition cast and crew at the Naismith Memorial Basketball Hall of Fame in Springfield, MA for the "It's a Wrap" Party. From 8pm till just after midnight on Sunday, June 28<sup>th</sup>, the event was a welcome 'thank you' for the team leads that worked 24/7 for the past week to provide a new home the Hill family deserves.

The party, produced by West Springfield based full-service marketing firm, Market Mentors, would not have been possible without several area businesses stepping up to the plate to donate their services, staff and time. Pazzo Restaurant, contributed all of the food for the event. From butlered hors doeuvres and multiple food stations to a tantalizing array of desserts. Max's Tavern graciously donated their bar service, tables, linens and staff. Thanks to the Naismith Memorial Basketball Hall of Fame, the event was held in the impressive Center Court, plus all guests including ABC's cast and crew, were able to tour the museum. In addition, ABSOLUT Vodka was donated by Horizon Beverage Company. The wine was provided by Fettes Wine & Spirits of Springfield, MA and M.S. Walker, LLC. A variety of locally brewed beer was on tap from Opa-Opa Brewing Company of Williamsburg and Southampton, MA. Other sponsors that enabled this large event to run smoothly included: Appleton Management Corporation, Valet Park of America, Formal Indulgence and Go Graphix of East Longmeadow, MA.

The event would not have been complete without live entertainment. Springfield based "Original" 80's Dance Party Band, "Orange Crush" had hundreds on the dance floor along with the area's most requested DJ service, Marx Entertainment. All audio visual was provided by Zasko Productions of Chicopee, MA and sound by West Springfield-based ATC Audio. An emotional slide show produced by Robert Charles Photography of East Longmeadow, MA and Video Experts of East Windsor, CT was shown to recap the week-long project.

The build started with the knock on the door of the Hill home on Sunday, June 21, 2009, progressed with demolition and rebuild, and was finally revealed to the Hill family on Sunday, June 28, 2009. The Hill family was sent on an all expenses paid trip to Disney and returned on Sunday to see celebrity cast member and construction lead, Ty Pennington, yell with thousands at the site, "MOVE THAT BUS!" Every item and service for the build was donated by thousands of regional residents and businesses. More information about this particular build, the 146<sup>th</sup> for ABC, is on [www.ExtremePecoy.com](http://www.ExtremePecoy.com). The segment will air as the two hour season opening special in late September or early October 2009, 8:00-9:00 p.m., ET on ABC.

**About *Extreme Makeover: Home Edition*:**

*The Emmy award winning reality program "Extreme Makeover: Home Edition," is now entering its 7th season, is produced by Endemol USA, a division of Endemol Holding. It's executive-produced by Anthony Dominici. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00-9:00 p.m., ET on ABC.*