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FOR IMMEDIATE RELEASE

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“EXTREME MAKEOVER: HOME EDITION” NEEDS VOLUNTEERS AND DONORS
Publicity for Southeast Idaho an Amazing Opportunity

Earlier this week, Rockwell Homes of Idaho Falls announced they will be overseeing construction of a home for ABC’s “Extreme Makeover: Home Edition.” The location of the home has yet to be disclosed; however, the home is being built for one of five deserving families in the Pocatello/Idaho Falls area.

To make the project a success, volunteers and donors of all types are needed. Pocatello Mayor Brian Blad is encouraging all individuals and businesses in our region to consider providing their time, support and resources to this great project.

“Regardless of whether the family selected is in Idaho Falls, Pocatello or a town in-between, this is an amazing opportunity for Southeast Idaho,” said Mayor Blad. “This show is aired nationwide, and I want our region to shine. I would hope everyone who can contribute will do so, because this isn’t a territorial thing. This is about one deserving family receiving a new home!”

To volunteer or donate, please go to <http://www.gorockwellhomes.com> or to the link on the City of Pocatello’s homepage at www.pocatello.us.

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About “Extreme Makeover: Home Edition.” The Emmy award winning reality program “Extreme Makeover: Home Edition,” now entering its 8th 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.

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