

# DELTEC HOMES AND BUILDER COALITION BEGIN TWO PROJECTS FOR EXTREME HOME MAKEOVER

## Volunteers Descend on Noah's Ark Church and Westwego Home

**Who:** Deltec Homes and the Extreme New Orleans Builder's Association with volunteers dressed in the infamous *Extreme Makeover: Home Edition* blue shirts.

**What:** Noah's Ark Church demolished on Thursday March 6<sup>th</sup>, construction began Friday March 7<sup>th</sup>. Westwego home demolished on Saturday March 8<sup>th</sup> construction to begin on Sunday March 9<sup>th</sup>. Construction on both sites will continue through March 14<sup>th</sup>. Press conference at the Westwego build site on March 14.

**Where:** For Noah's Ark Church in New Orleans - Please park at the check in station at 4<sup>th</sup> St and La Salle. All media, VIP guests, volunteers and subcontractors will need to check in. For the Westwego home- Please park at the check in station at the end of 11<sup>th</sup> St.. All media, VIP guests, volunteers and subcontractors will need to check in. Construction site address-

Pastor Walker's Noah's Ark Church – 2840 South Saratoga St New Orleans  
Usea Family's Westwego Home- 617 11<sup>th</sup> Street Westwego

**When:** From March 6<sup>th</sup> -14<sup>th</sup>

**Media Instructions:** Please note the following:

- The site is a closed Construction set. Media will have a tent on-site for event coverage.
- To obtain a press credential (badge), all media must visit the clearly marked media tent.
- Press badges must be clearly displayed at all times
- You must wear closed toe shoes at all times
- Interviews with the builders, designers and project managers are an excellent

way to supplement your story 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). Attempts to interview on-site without permission will result in loss of access to the site.

Photos and Press Releases will be posted daily on the *Extreme Makeover: Home Edition* section of [deltechomes.com](http://deltechomes.com) or go to [www.extremeneworleans.com](http://www.extremeneworleans.com)

Daily press briefings will be hosted by various members of the build team on a daily basis. Daily press briefings will include progress and projects completed during the day and evening before, and expected activity for the current day. Builders and volunteers will be available for interview.

Designer interviews are also available depending on availability.

Daily releases will be distributed on-site in the media tent and via email, and will be posted on the CBH Homes website at [www.cbhhomes.com](http://www.cbhhomes.com). If you would like to ensure that you are on the email list, please make a request at the media tent.

Limited quantities of food and drink are available, but primarily intended for volunteers and staff. We suggest journalists bring their own supplies if they plan to be on-site for long periods of time.

Shuttles will transport you between parking and the site of Noah's Ark Church.

### **About Deltec Homes:**

Deltec Homes is the nations leading producer of hurricane resistant structures. Deltec has been in business since 1968 and has never lost a home to high winds. Deltec manufactures the structural components for their homes in Asheville NC and ships them all over the world where they are assembled and finished by local labor." For more information on the event, please go to [www.extremeneworleans.com](http://www.extremeneworleans.com) or [www.deltechomes.com](http://www.deltechomes.com).

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

*Extreme Makeover: Home Edition*, which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), will enter its 5th season on ABC. The

program is produced by Endemol USA, a division of Endemol Holding. Denise Cramsey is the executive producer; and David Goldberg is the president of Endemol USA. For more information, visit <http://abc.go.com/primetime/xtremehome/>.