



## For Immediate Release

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### **Don't Miss It! Pep Rally for Extreme Makeover: Home Edition** Lexington Homes Seeks Volunteers, Donors, and Sponsors for Big Build 2010

**Green Bay, WI, August 2, 2010**--Preparations for the *Extreme Makeover: Home Edition* building project are under way in our area, and many people are inquiring as to how they can volunteer. Lexington Homes, Inc.—premiere builder for the project—is inviting the entire community to a pep rally with valuable information on how to sign up to volunteer. Details are as follows:

- WHO:** The Northeast Wisconsin Community
- WHAT:** Lots of fun as you sign up to volunteer for the Lexington Homes Big Build 2010 for *Extreme Makeover: Home Edition* featuring:
- High School Band
  - Video from *Extreme Makeover: Home Edition* and presentation by Senior Producer, Milan Vasic
  - Builder of record, Lexington Homes, speaks to crowd
  - Local Bands— 3 Jacks and a Jill and Men in Suits perform—as volunteers sign up to participate and visit vendor booth
- WHERE:** Lambeau Field Atrium
- WHEN:** August 5, 2010 at 6:00 p.m.
- WHY:** To be a hero and honor a local hero

Lexington Homes President, Jeff Marlow adds, "We are very excited for the big day of the 'door knock' when we first notify the family. We are already working around the clock so that we're prepared for the day we break ground. This is a huge undertaking, but we are confident that Lexington Homes can make this home a reality for a very deserving family." In the spirit of charity and community, pep rally attendees are encouraged to bring along a canned food item to donate to local food pantries.

Cash sponsors of the Lexington Homes Big Build 2010 for *Extreme Makeover: Home Edition* include Community First Credit Union, Affinity Health System, Coldwell Banker—The Real Estate Group, Keller Structures, and Thario Building Services.

**Lexington Homes, Inc.**—a premier northeast Wisconsin home builder since the early 1990s—is known for building the finest, most energy-efficient and luxurious homes. They bring the highest level of craftsmanship, superior products and expertise together to support clients throughout the home building process. Lexington Homes has been recognized with the prestigious Wisconsin Governor's Builder of the Year Award. Lexington Homes—building neighborhoods, one home at a time™! For more information on Lexington Homes contact Jeff Marlow, president, at (920) 662-1611 or visit [www.lexingtonneighborhoods.com](http://www.lexingtonneighborhoods.com).

**Insight Creative, Inc.** is a Green Bay-based advertising agency offering complete in-house creative and strategic marketing communications expertise for consumer, business-to-business and industrial clients. For more than 20 years Insight has successfully helped a wide and varied range of companies attain their goals. For more information, contact Jim von Hoff at 920-468-7459 or visit [www.insightcreative.com](http://www.insightcreative.com). Insight can also be found on Facebook and Twitter.

**ABC-TVs 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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