



Sundays 8/7 c on ABC

Day 3 PREVIEW
MEDIA ADVISORY

June 26, 2009

CONTACT: Dana Pontillo

Engel O'Neill Advertising

Office: 814-454-3111

Cell: 814-490-5203

Fax: 814-456-7879

danap@engeloneill.com

**"Braveheart March" Set for Maleno Family, Ty Pennington
and 150 Children**

What will happen tomorrow: About 150 children, ages 6 to 12, will walk alongside builder John Maleno and his family as part of the noted "Braveheart March" for the "Extreme Makeover: Home Edition" build in Erie. This march will mark the most visual images to date in the weeklong homebuilding project. About 50 children from Clara Ward's Youth Development and Family Center will be among the children in the march. Other children will include Maleno family members and children of the project's volunteers.

At the march, John Maleno will deliver his "Braveheart" speech that will be featured on the reality show, explaining why this project has become so important to him and his family.

The media are encouraged to check in at the registration tent (located at East 22nd and Wallace streets) at 7:30 a.m. to see the children preparing for the march. They will be with their parents at the registration area putting on hard hats and official "Extreme Makeover: Home Edition" shirts. The march is expected to begin at 8:30 a.m.

After the march, the Mayer Bros. Construction Company will begin the home's demolition; this is scheduled to begin at noon.

Who is available for interviews tomorrow: John Maleno, founder and president, Maleno Development

Interviews will take place: From 1 to 2 p.m. at the building site, 650 East 21st Street, Erie, Pa. 16503

For more information about the "Extreme Makeover: Home Edition" project in Erie, visit www.malenoextremehome.com.

-- more --



2340 West Grandview Boulevard • Suite 1 • Erie, Pa 16506
www.maleno-development.com

June 26, 2009
Maleno/Page 2 of 2

About ABC-TV's "Extreme Makeover: Home Edition"

The Emmy award winning reality program "Extreme Makeover: Home Edition," now in 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.

About Maleno Development

Co-founded in 1976 by John Maleno and his wife, Lynn, Maleno Development began as a husband-and-wife building and remodeling operation in Erie, Pa. Since then, the company has built more than 1,000 homes and apartments in their hometown. Maleno Development has changed the face of many Erie areas by creating beautiful neighborhoods and residential communities on otherwise undeveloped lands. What started with the Calico Fields subdivision off of West 38th Street now includes 13 residential developments. Today, five of John Maleno's seven children, his sister and his son-in-law are part of what is now a full-service real-estate team that specializes in construction, land development, property management and real-estate sales. For more information about Maleno Development, visit www.malenodevelopment.com.



2340 West Grandview Boulevard • Suite 1 • Erie, Pa 16506
www.malenodevelopment.com