

NEWS

Alure Home Improvements

NEWS

**1999 Hempstead Tpk.,
East Meadow, NY 11554
Phone: 516-296-7777 • www.alure.com**

FOR IMMEDIATE RELEASE
March 23rd, 2007

Contact - Seth Selesnow
516-396-9148
seth@alure.com



“EXTREME MAKEOVER: HOME EDITION” COMES TO PUTNAM COUNTY AND CALLS ON ALURE HOME IMPROVEMENTS FOR A RECORD SIXTH TIME

EAST MEADOW, NY — ABC’s Emmy-winning hit show *Extreme Makeover: Home Edition* is back in the New York area, and once again, they called upon New York’s **Alure Home Improvements** to handle the task of helping to rebuild the lives of a very deserving family in need. Alure, led by President **Sal Ferro**, has already performed five major renovations for the 2-time Emmy winning show, most recently completing back to back renovations in the Spring of 2006.

In 1987, Debbie Oatman became a very untraditional single mother when she adopted an HIV positive baby named DJ. Together they faced an unsympathetic community, discrimination and even death threats. Yet, when she learned that another HIV positive child and his biological brother needed a home, Debbie didn’t hesitate to bring them into her family.

Now this single mother with 4 sons is facing a challenge that she cannot tackle alone. The safe and happy home that she has tried to provide these boys is literally sinking into the ground. Built on a shoddy foundation, the Oatman-Gaitan home has become a death trap to Debbie’s sons’ delicate immune systems.

Not only is Debbie responsible for providing these boys with the best medical care possible, but she’s also had to shield them from the ignorance bred hatred and stigma that is associated with their disease. Yet this family stays strong and does their best to educate anyone who will listen in hopes of making the road easier for other families in this situation.

The foundation of their home seems to be sinking causing walls to shift and crack. Doors won’t close and there are gaps surrounding the window. Standing in this split-level ranch you cannot only hear the cold wind blowing, you can feel it as it seeps through the cracks in the walls. Debbie was given an estimate of \$25,000 just to lift the house and is terrified that the conditions of the house will lead to respiratory illnesses in DJ and Brian. For most families this would be a minor annoyance, but for children with HIV, a respiratory infection can be fatal.

Camp Heartland, an organization who caters to children with HIV and their families, has been instrumental in helping Debbie’s boys learn to accept their situation. The camp, whose headquarters are in Minnesota, is coming to the East Coast for the first time this summer to Clearpool Education Center, a 100-year-old non-profit camp that caters to underprivileged children in the tri-state area. The facility is in need of a few renovations in order to adequately host the special needs of the Heartland campers. .

In this unique project for “Extreme Makeover: Home Edition”, **Alure** will head to Putnam County to help build a recreation center at Clearpool Education Center which will be utilized not only by the Oatman’s children, but by thousands of other under privileged kids from many other organizations.

The media is welcome to attend this amazing transformation. Anyone interested in pictures and interviews should contact Seth Selesnow from Alure at 516-396-9148 or via email at seth@alure.com. More Details, Directions, background info, maps, parking info, and volunteer info can be found at the Alure website at www.alure.com.

Alure is the area’s premier home remodeler, specializing in kitchens, baths, finished basements, siding, windows, roofing, sunrooms, dormers and extensions. In business since 1946, Alure prides itself on friendly and knowledgeable salespeople, creative designers, meticulous installers, and superior lifetime customer service. Qualified Remodeler magazine has ranked Alure as #14 in its annual list of Top 500 Remodelers. Professional Remodeler Magazine has listed Alure as one of the 25 Best Companies to work for, and also voted Alure the Remodeler of the Year in 2005. Alure's Long Island showroom is located at 1999 Hempstead Turnpike in East Meadow, NY, and their Westchester Showroom is located at 541 North State Rd in Briarcliff Manor. For more information about Alure, call 877-44-ALURE or visit www.alure.com

About ABC-TV’s “Extreme Makeover: Home Edition” - "Extreme Makeover: Home Edition," which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), in its 4th 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.