

# NEWS

Alure Home Improvements  
1999 Hempstead Tpk., East Meadow, NY 11554  
Phone: 516-296-7777 • [www.alure.com](http://www.alure.com)

# NEWS



FOR IMMEDIATE RELEASE  
March, 16th, 2005

Contact  
Seth Selesnow – 516-524-7162  
[Seth@alure.com](mailto:Seth@alure.com)  
Fax – 516-932-7791

## **“EXTREME MAKEOVER: HOME EDITION” COMES TO LONG ISLAND AND ALURE ONCE AGAIN STEPS UP TO HELP A FAMILY IN NEED**

### *Alure to Help Rebuild the Vitale Family’s Life After Mom’s Tragic Death*

**EAST MEADOW, NY** — ABC’s hit reality show “**Extreme Makeover: Home Edition**” is coming to **Long Island** to change the lives another family in desperate need of help.

Last year, John and Anne-Marie Vitale of St. James, NY were a young couple in love with three beautiful little boys. Their family grew so quickly they decided to move out of their small, two-bedroom home and into Anne-Marie’s parents’ house while they added onto their tiny abode.

But soon after they moved out, tragedy moved in. Anne-Marie, at only 28 years old, was diagnosed with an aggressive form of leukemia and died August 3<sup>rd</sup>, 2004. She was buried on what would have been her 29<sup>th</sup> birthday.

Grief-stricken, John has continued to bring up his boys at his in-laws house but knows that it’s time to return to the home where he and his wife wanted to raise their children. But, because the medical and funeral bills from Anne-Marie’s illness drained the family’s savings, they were never able to renovate their tiny home. John is still paying hospital bills while changing three toddlers’ diapers and keeping all of us safe as a Suffolk County Police Officer.

This cop and his boys need their house back so Anne-Marie’s precious babies can live out the childhood she wanted them to have.

Once again, “Extreme Makeover: Home Edition” has called in East Meadow’s Alure Home Improvements to handle the entire renovation and rebuild the Vitale family’s lives. Alure has already performed two dramatic makeovers for the hit show. When “Extreme Makeover: Home Edition” sent the audition tape of

its latest makeover recipient to Alure, President Sal Ferro knew his team had to step up again. “Your heart just goes out to this family. I’m a parent and it’s every parent’s worst nightmare to know that you won’t be able to be there for your kids. We’re privileged to have the opportunity to help the Vitales rebuild their home and their lives. We want this to be the first step for them into the happy future Anne-Marie dreamed of.”

**Call alure at 516-296-7777 to find out how to visit the site and witness the exciting transformation.**

**The media should register with Seth Selesnow at 516-524-7162 ([seth@alure.com](mailto:seth@alure.com)) to receive a special VIP pass, exclusive details on the project and the opportunity to interview participants in the makeover as it takes place.**

Alure is Long Island's premier home remodeler, specializing in kitchens, baths, finished basements, siding, windows, roofing and sunrooms. 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 #20 in its annual list of Top 500 Remodelers. *Professional Remodeler Magazine* has listed Alure as one of the 25 Best Companies to work for, an honor bestowed by a company's employees. Alure's showroom is located at 1999 Hempstead Turnpike in East Meadow, NY, one mile east of the Meadowbrook Parkway. The Showroom is open 7 days a week (Monday - Saturday 10-6 PM, Tuesday & Wednesday 10-8 PM, Sunday 11-5 PM).

“Extreme Makeover: Home Edition” is produced by Endemol USA, a division of Endemol Holding. David Goldberg is the president of Endemol USA. The series is executive-produced by Tom Forman. The show airs Sundays (8:00-9:00 p.m. ET), on the ABC Television Network.

###