

NEWS

Alure Home Improvements

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“LONG ISLAND’S ALURE HOME IMPROVEMENTS TO BE FEATURED ON EXTREME MAKEOVER: HOME EDITION” FOR THE SIXTH TIME

EAST MEADOW, NY — ABC’s Emmy-winning hit show *Extreme Makeover: Home Edition* was back in the New York area in March and once again, they called upon Long Island’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**, had already performed five major renovations for the 2-time Emmy winning show, most recently completing back to back renovations in the Spring of 2006. The recent episode is scheduled to air **Sunday, May 20th** on ABC, **from 7-9pm**. Visit www.alure.com to confirm as air dates are subject to change.

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

Camp Heartland, an organization who caters to children with HIV and their families, has been instrumental in helping Debbie’s boys learn to make the most of 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 was 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”, the show sent a local contractor in Albany to rebuild the Oatman’s house, while **Alure** went 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. Tune in this Sunday night to see the amazing transformation.

Alure is the area’s premier home remodeler, specializing in kitchens, baths, finished basements, siding, windows, roofing, sunrooms, dormers and extensions and is an authorized installer for the Owens Corning Basement Finishing and SunSuite Sunroom Systems. 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 recognized Alure as the Remodeler of the Year in 2005. In February, Alure was recognized by Forbes Magazine and awarded a Forbes Business Enterprise Award for exceptional customer service and commitment to community. 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

The episode, the season’s finale, is scheduled to air **Sunday, May 20th on ABC, from 7-9pm**. Visit www.alure.com to confirm, as air dates are subject to change.

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.