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## PRESS RELEASE

FOR IMMEDIATE RELEASE

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### **CALL FOR HOMEAID ORANGE COUNTY'S 18<sup>TH</sup> ANNUAL PROJECT PLAYHOUSE® BUILDERS**

IRVINE, Calif. (Jan. 30, 2009) – HomeAid Orange County, a non-profit organization with the mission to build and maintain dignified housing where homeless families and individuals can rebuild their lives is actively seeking playhouse builders for its 18<sup>th</sup> Annual Project Playhouse® fundraiser. For the first time Project Playhouse will be held at the Irvine Spectrum Center® beginning on Saturday, August 1 and ending on Saturday, September 12. It is expected to draw millions of visitors throughout the duration of the six-week event.

Participating builders can expect to receive extensive media coverage; prominent signage; event advertising; prestigious award opportunities; a special VIP party honoring contributors; and the definitive benefit for all involved...the knowledge that their involvement will help raise funds to build housing for homeless families in Orange County.

Project Playhouse debuted in 1992 and has become HomeAid Orange County's signature fundraiser. For 17 years, dedicated homebuilders, trades, architects and designers have donated their talents and resources to create these whimsical playhouses. The unique event has raised more than \$5 million to help the 20 year old non-profit organization build or renovate 44 housing developments for homeless men, women and children.

Interested builders, companies and individuals may contact Gina Cunningham at 949.553.9510 or email [gina@homeaidoc.org](mailto:gina@homeaidoc.org) to request entry forms, guidelines and participation details. HomeAid will accept the first 10 confirmed applicants.

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### **About HomeAid Orange County**

HomeAid Orange County is the founding chapter of a national non-profit organization with the mission to build and maintain dignified housing where homeless families and individuals can rebuild their lives. Founded in 1989 by the Orange County Chapter of the Building Industry Association of Southern California, HomeAid acts as the housing developer and liaison between service providers, community volunteers, builders and specialty contractors. To date the organization has completed 44 housing developments that serve victims of domestic violence, pregnant homeless women, abused and abandoned children, homeless adults living with HIV/AIDS and homeless families. [www.homeaidoc.org](http://www.homeaidoc.org)