



17744 Sky Park Circle, Suite 170  
Irvine, CA 92614  
www.homeaidoc.org

## PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact:

Carolyn Baker  
HomeAid Orange County  
Office: 949.553.9510  
Cell: 714.469.9820  
carolyn@homeaidoc.org

Jane Gillespie  
Irvine Spectrum Center  
949.733.2198  
janegillespie@cox.net

**HOMEAID ORANGE COUNTY'S  
18<sup>TH</sup> ANNUAL PROJECT PLAYHOUSE<sup>®</sup> PREMIERES FOR THE FIRST TIME AT  
IRVINE SPECTRUM CENTER<sup>®</sup>**

*Nine Fantasy Playhouses Open to the Public Saturday, August 1*

IRVINE, Calif. (July 27, 2009) – Children's fantasies come to life at HomeAid Orange County's 18<sup>th</sup> Annual Project Playhouse<sup>®</sup>, premiering for the first time at Irvine Spectrum Center<sup>®</sup> in Giant Wheel Court on Saturday, Aug. 1 from noon to 6 p.m. Project Playhouse's official Open House is sponsored by Rubio's. This is the only day the nine incredible playhouses and one dog house will be open for the public to actually step inside to view up close the furnishings and details of these exquisite cottages.

A \$10 donation per person, (children age three and under are free), will give visitors entrance into the wondrous village to explore the playhouses and receive goodies at each door they enter, while supporting HomeAid's mission to build and maintain dignified housing where homeless families and individuals can rebuild their lives.

Another first - HomeAid Orange County and CHOC Children's are thrilled to be partnering on this year's opportunity drawing playhouse "Choco's Fantasy Farmhouse," which was designed to encourage healthy, imaginative play for children. The \$1 ticket sales from the opportunity drawing will benefit both non-profit organizations in supporting their missions of serving children and families in the community.

Open House day will also include a live broadcast by KFSH 95.9 FM. Radio personality Big Wave Dave will be broadcasting beginning at noon until 3p.m. In the afternoon from 3p.m. to 5p.m., Family Friendly Morning Show hosts, Bobby Shaw and Reba Toney will broadcast live and visit with guests.

-more-



After Saturday's Open House, the playhouses will continue to be on display until Sept. 12. On the weekends, for a \$5 donation per person, visitors can view the house interiors through playhouse Dutch doors. The six week long event culminates in the live public auction at Irvine Spectrum Center on Saturday, Oct. 12.

Project Playhouse debuted in 1992 and has become HomeAid Orange County's signature fundraiser. For 18 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 44 housing developments, which were gifted to 25 service providers who provide aid and shelter to homeless men, women and children.

For all ticket and auction bidder information, please visit [www.projectplayhouse.org](http://www.projectplayhouse.org)

# # #

### **About HomeAid Orange County**

HomeAid Orange County is the founding chapter of a national non-profit organization with the mission to build 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. With four projects currently in development, 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)