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PRESS RELEASE

FOR IMMEDIATE RELEASE

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HOMEAID ORANGE COUNTY'S PROJECT PLAYHOUSE® PREMIERED TO RAVE REVIEWS AT IRVINE SPECTRUM CENTER®

Six Week Long Fundraiser for Homeless Families Debuted on Saturday, August 1

IRVINE, Calif. (Aug. 7, 2009) – More than a thousand playhouse fans of all ages attended the Open House of HomeAid Orange County's 18th Annual Project Playhouse®, on Saturday, Aug. 1. The crowd gathered early in Giant Wheel Court at Irvine Spectrum Center® to be the first visitors to enter the nine whimsical playhouses and peek inside one extraordinary dog house. Veteran Project Playhouse fans and first time visitors all gave high praises to the playhouses whose themes ranged from exquisite beach cottages, fantasy farmhouses, an amazing European villa, a delightful Italian bistro, an exotic Bali hut and the ultimate video gaming playroom. Opening weekend raised nearly \$12,000. Over 18 years, this unique event has raised more than \$5 million to support the 20 year old non-profit organization's mission to build and maintain dignified housing where homeless families and individuals can rebuild their lives.

Irvine Councilmember Dr. Steven Choi cut the ceremonial red ribbon and welcomed Project Playhouse for the first time to the city of Irvine. Official Open House Sponsor Rubio's and KFSH 95.9 FM radio personalities Big Wave Dave, Bobby Shaw and Reba Toney also greeted enthusiastic visitors to the fantasy village.

Irvine resident, Giancarlo Zappala and his family have attended Project Playhouse Open House for six years. This year was no exception. "The builders have outdone themselves. My wife and I are amazed at their creativeness and attention to detail," said Zappala.

The playhouses will be on display through Saturday, Sept. 12. On the weekends, for a \$5 donation per person (children age 3 and under are free), visitors can enter the village and view the house interiors through playhouse Dutch doors. The six week long event culminates with the live public auction of the playhouses at Irvine Spectrum Center on Saturday, Sept. 12.

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Anyone who purchases a \$1 opportunity drawing ticket could win the 2009 opportunity drawing playhouse - Choco's Fantasy Farmhouse built by McCarthy Building Companies, Inc. in partnership with CHOC Children's. This adorable playhouse was designed to encourage healthy, imaginative play for children. Ticket sales from the opportunity drawing will benefit HomeAid Orange County and CHOC Children's in support of the two non-profit organizations' missions of serving children and families in the community.

Playhouses on display are:

12 Cliffside Drive by University of California Irvine Facilities Management

Choco's Fantasy Farmhouse by McCarthy Building Companies, Inc. in partnership with CHOC's Children

Destiny Doghouse by LL Development Partners in partnership with The Rescue Train and The Loved Dog

Forever Fashionable Beach House by W Custom Homes in partnership with Fashion Institute of Design & Merchandizing (FIDM)

Little Bali Hut by Pridemark Contractors

Lyon's Bistro Amici by William Lyon Homes, Inc.

Rock the House by K. Hovnanian® Homes®

Serendib Boathouse by Black Diamond Builders

Sitting Pretty in Provence by Rodeo Homes Inc.

TradePartners'® Farmhouse by Shea Homes

For all ticket and auction bidder information, please visit www.projectplayhouse.org

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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. 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