



HomeAid
Orange County

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
19TH ANNUAL PROJECT PLAYHOUSE® THEME IS TURN A PLAYHOUSE INTO A HOME
Signature fundraiser helps provide resources to build housing for homeless families.

IRVINE, Calif. (July 22, 2010) – With the theme –Turn a Playhouse Into a Home -HomeAid Orange County invites the public to support the 19th annual Project Playhouse® as it returns to Irvine Spectrum Center® with the goal to raise funds to continue to build housing for homeless men, women and children.

Seven dedicated playhouse builder teams have donated their time and resources to create incredible custom built playhouses that will be showcased at the Open House in Irvine Spectrum Center's Giant Wheel Court on Saturday, July 31 sponsored by Zurich North America. From noon to 6 p.m. for a \$10 donation per person (children age three and under are free), the public will be able to enter the fantasy village and actually step inside to view up close the furnishing and details of these exquisite cottages. This is the only day the visitors will be allowed in the playhouses.

In addition, Open House day will include a face painter, balloon artist and a live broadcast by 95.9 FM The Fish. Radio personality Lara Scott will be broadcasting beginning at noon until 3 p.m. Everyone's favorite, Big Wave Dave will broadcast live and visit with guests from 3 p.m. to 6 p.m.

After Saturday's Open House, the playhouses will continue to be on display until Sunday, Sept. 5. 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 a live auction on Friday, Sept.10. For detailed information go to www.projectplayhouse.org

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For the price of \$2, anyone can buy an opportunity drawing ticket to win the delightful playhouse built by McCarthy Building Companies in partnership with CHOC Children's. Sales from the opportunity drawing will benefit both non-profit organizations in supporting their missions of serving children and families in the community. Tickets will be on sale at the Project Playhouse Village.

Through the years, the more than \$5 million raised through Project Playhouse has helped HomeAid build or renovate 47 housing developments in Orange County for 25 non-profit agencies serving homeless families and individuals.

"I'm honored to lead a team of dedicated volunteers to support the work of an organization with the core belief that every individual has worth and human dignity and deserves the basic provision of shelter as a necessity of life. Project Playhouse is our major fundraiser and the generous support of sponsors and the public will help provide homes for homeless families trying to rebuild their lives," said Brad Coleman, Owner of Metro Estates and Project Playhouse Co-Chair.

The 2010 HomeAid Project Playhouse builder teams are: Lennar; Lucco Custom Construction with Urban Arena; McCarthy Building Companies in partnership with CHOC Children's; Shea Homes® in partnership with TradePartners™; Turner Construction, LPA Inc., ProRepro and Tangram Industries; Matt White Custom Homes; and William Lyon Homes with Toblesky Green Architects.

For ticket and auction bidder information, please visit 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. To date the organization has completed 47 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