



HomeAid
Orange County

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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HOMEAID ORANGE COUNTY'S 19TH ANNUAL PROJECT PLAYHOUSE[®] OPENED TO LARGE CROWDS AT IRVINE SPECTRUM CENTER[®]

Signature fundraiser helps provide resources to build housing for homeless families.

IRVINE, Calif. (Aug. 10, 2010) – More than a thousand playhouse fans of all ages enjoyed Open House weekend of HomeAid Orange County's 19th annual Project Playhouse[®] at Irvine Spectrum Center[®] on Saturday, July 31. Sponsored by Zurich North America, opening weekend raised more than \$10,000 which will help support the non-profit's mission to build and maintain dignified housing where homeless families and individuals can rebuild their lives.

The seven custom-made colorful fantasy playhouses amazed first time visitors and long-time fans with themes ranging from a day on the seashore, an English country riding club, an exquisite example of American craftsmanship and a future oceanographer's dream laboratory. In addition 95.9 FM The Fish on-air personalities Lara Scott and Big Wave Dave broadcasted live from the playhouse village.

The playhouses will be on display through Sunday, Sept. 5. On the weekends, for a \$5 donation per person (children age 3 and under are free); 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

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 are on sale daily at Irvine Spectrum Center guest services located in the Giant Wheel Court and on the weekends at the Project Playhouse Village.

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Through the years, the more than \$5.5 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.

Playhouses on display are:

American Craftsman by Lucco Custom Construction, Inc.

Firehouse No. 11 by Lennar Homes

Lyon's Triple Crown Saddle Club by William Lyon Homes, Inc.

Nantucket Beach Cottage by Matt White Custom Homes

Ocean Adventure Lab by Turner Construction Company in partnership with ProRepro

TradePartners™ Dreams and Memories by Shea Homes

Tween the House and the Pool by McCarthy Building Companies in partnership with CHOC Children's

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

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