

 **PAUL DAVIS**
Restoration & Remodeling

News Release

For Immediate Release

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Paul Davis Restoration and Remodeling to appear on Dr. Phil and DIY Network shows, Oct. 27
-Company partners with Dr. Phil and DIY to the Rescue to help New Orleans woman-

Jacksonville, FL - Paul Davis Restoration and Remodeling recently teamed up with the Dr. Phil show and DIY Network's *DIY to the Rescue* television program. The Jacksonville-based franchisor of insurance restoration and remodeling general contractors contributed to the reconstruction of the devastated New Orleans home of Marion Camp. The rebuilding project will be featured on the Friday, Oct. 27 episode of Dr. Phil. A more in-depth account of the rebuild project can be seen later that same evening on a special one-hour episode of DIY Network's popular television series, *DIY to the Rescue*. Viewers are advised to check local listings for show times.

Paul Davis Restoration and Remodeling completely demolished and rebuilt Camp's home for the Dr. Phil restoration project in New Orleans. Specifically, Paul Davis Restoration and the rebuild process will be featured during the Oct. 27 segment of Dr. Phil and several episodes to air on *DIY to the Rescue*, including the one-hour special and two, 30-minute programs that will show the restoration process in detail.

The Dr. Phil show will document the plight of a long time New Orleans resident and the loss of her home during Hurricane Katrina, her experience with contractor fraud, and subsequent home reconstruction with the help of Paul Davis Restoration and DIY Network. *DIY to the Rescue* will feature the home rebuilding with the show's on-air talent Karl Champley and Amy Devers.

In less than two weeks, from September 11-22, Paul Davis Restoration and Remodeling, along with production company Rivr Media, and DIY Network's *DIY to the Rescue* cast and crew worked together to transform the life of Marion Camp, a 78 year-old woman who lost her home in Hurricane Katrina. Since the devastation, a local contractor started the demolition and remodeling of Camp's residence, but failed to complete the job. Ms. Camp's home was damaged beyond repair and deemed unsafe for occupancy after analysis by Paul Davis Restoration and the City of New Orleans. Dr. Phil became aware of Ms. Camp's plight through a contact at the New Orleans Better Business Bureau (BBB). Ms. Camp initially contacted the BBB about the problems she had with the original contractor and a BBB contact forwarded the information onto the Dr. Phil show. Episodes were taped at Camp's home, 325 S. Johnson Street in New Orleans.

"We are very fortunate to have been selected as general contractor and talent on camera for the Dr. Phil and DIY Network project in New Orleans. Our successful and ongoing run as general contractors on *DIY to the Rescue* was of great benefit to all parties and we're proud to be a member of this dedicated and strong team," said Ken Sussex, Paul Davis Restoration and Remodeling Executive Director of Strategic Marketing.

"DIY's relationship and experience with Paul Davis Restoration made us confident that we could respond to Dr. Phil and rebuild the home in two weeks," said DIY's vice president of programming Freddy James. "With their help we were able to bring *DIY to the Rescue* to New Orleans to help Marion Camp."

Camp's home was demolished and rebuilt by Paul Davis National, a Paul Davis Restoration and Remodeling franchise that specializes in large losses. "We rebuilt the house from the ground up, including the foundation. It was necessary to raise the house slightly to conform with current building codes. We rebuilt and replicated the previous structure as much as possible," said Howdy Russell, Director of

Marketing for Paul Davis National. “Ms. Camp’s cast iron tub was refinished. Plus, we incorporated some of the exterior crown molding and the cast iron ‘fireboxes’ into the décor. The original exterior color of the home remained the same, while interior walls were finished with vibrant colors and accessories. We also installed pre-finished hardwood and tile flooring,” said Russell.

“Several structural and interior improvements were made, including a redesigned floorplan of the “shotgun” style home, so that Ms. Camp is comfortable and as ‘at home’ as we can make her. Hopefully, this project will stimulate additional hope and goodwill in the area,” he said. Camp’s project was made possible through the joint efforts of the Dr. Phil show, Paul Davis Restoration and Remodeling, Paul Davis National, and the DIY Network.

Paul Davis Restoration and Remodeling’s additional corporate community service programs include *Restoring America*, a home restoration program for individuals in need nationwide, and *Firefighter Combat Challenge*, where Paul Davis franchise offices sponsor firefighters from across the U.S. in strenuous activities that replicate on-the-job responsibilities in a fun and family environment. The company’s slogan, *We Transform Lives*, is a testimony to Paul Davis Restoration and Remodeling as a leader in residential and commercial loss mitigation, reconstruction, and restoration services since 1966.

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As a national full-service restoration expert, Paul Davis Restoration is celebrating its 40th year in business with more than 220 Paul Davis locations throughout North America. Paul Davis Restoration has been selected on multiple occasions as the #1 Remodeling Contractor in the United States. For more information about Paul Davis Restoration, call 904.737.2779 or visit the website at www.pdrestoration.com.

DIY Network is your television source for the best know-how and how-to when it comes to any type of do-it-yourself project. DIY presents 90 percent original programming across a broad range of categories including home building; home improvement; automotive and boating; crafts; gardening; hobbies; living; and woodworking. Informational and entertaining, DIY’s programs and experts answer your most sought-after questions, plus offer creative projects that will inspire you to do something out of the ordinary – yourself. DIY’s website, www.DIYnetwork.com, features step-by-step instructions for all that you see on-air, totaling more than 15,000 projects online. These companion resources instruct millions of people everyday, which is why DIY is one of the fastest growing digital networks – now in more than 39.5 million homes – and DIYnetwork.com consistently receives 2.5 million unique visitors per month.