



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Local Non-Profit Receives Donations as Part of “Extreme Makeover: American Dream Edition” Promotion

Houston – May 5, 2009 – Urban Business Initiative (UBI), a Houston-based non-profit organization, was selected to receive \$5,000 as part of ABC’s “Extreme Makeover: American Dream Edition” contest. Karen Carter, one of five Houston grand prize winners, selected UBI as her charity of choice because of the training she received from the organization when starting her small business. UBI provides business education and training to victims of domestic violence in the Greater Houston area, empowering women to achieve economic independence through entrepreneurship. Carter now serves as a volunteer and board secretary of UBI.

In the spirit of the inspiring series “Extreme Makeover: Home Edition”, ABC selected individuals in over 50 markets who demonstrated active involvement in their community and have experienced recent economic hardship as a result of the current financial crisis in America. As a Houston grand prize winner, Carter will receive \$5,000 to help in the fulfillment of her American Dream.

UBI will use the donation, combined with a \$1,000 partner donation from local ABC affiliate KTRK-TV, to coordinate an event in the Houston area in May to benefit the community.

Tune in to “Extreme Makeover: Home Edition” on Sundays at 7pm on ABC-13.

About Urban Business Initiative

Urban Business Initiative (UBI) empowers victims of domestic violence to achieve economic independence through entrepreneurship. UBI is a registered 501(c) 3 non-profit organization that creates self-sufficiency through hands-on seminars on how to start and run a small business. Established in 1996, UBI works closely with shelters and community centers in Houston and the surrounding cities. For more information, go to <http://www.urbanbusiness.org/index.htm>.

About Extreme Makeover: Home Edition

Now in its sixth season, “Extreme Makeover: Home Edition” airs Sundays 8:00 p.m. ET/PT. Each episode of “Extreme Makeover: Home Edition” is self-contained and features a race against time on a project that would ordinarily take at least four months to complete, involving a team of designers, contractors and several hundred workers who all have just seven days to totally rebuild an entire house – every single room, plus the exterior and landscaping. The series is produced by Endemol USA, a division of Endemol Holding. It’s executive-produced by Anthony Dominici. David Goldberg is the president of Endemol USA.

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