

TRUE VALUE ASKS AMERICA TO HELP STAGE A DESIGN INTERVENTION
Kicks Off “Design SOS: Friends to the Rescue!” Contest

What: Friends don't let friends live with disastrous design – so True Value is asking do-it-yourselfers around the country why their friend (or even their own abode) needs a DIY update! Whether it's a hideous living room with ancient wallpaper or an outdated basement complete with retro wood paneling, this is your opportunity to help your friends realize their DIY dreams.

Enter a friend or yourself in the **True Value “Design SOS: Friends to the Rescue!” Contest** and you could *each* win \$2,500 to use at a local True Value store and an in-person project consultation with a knowledgeable True Value “Master of All Things Hardwarian” who can provide practical DIY advice to transform your design from unfortunate to unforgettable.

Who: Any friend who wants to help another friend break free from dated décor, home improvement hang-ups or DIY distress. You can make their “SOS” cry heard and give them a chance to turn their design disaster around.

When: Entries will be accepted September 2 – October 7, 2010.

How: Visit **StartRightStartHere.com** and submit a short entry (250 words or less) along with either a video or up to three photos of why you or your friend deserves a DIY lifesaver.

Also at StartRightStartHere.com:

- Browse all contest entries
- View contest rules and regulations
- Learn home improvement tips and tricks
- Explore the “Idea House” filled with a variety of step-by-step project ideas for both beginner and advanced DIYers

Voting: Starting October 22, 2010, go to StartRightStartHere.com to vote for your favorite entry from among the top 10 finalists.

The grand prize winner, chosen from America's votes, will be announced in mid-November.

Prize: A chance to complete overdue updates with \$2,500 *each* to use at a local True Value store and an in-person consultation with a True Value “Master of All Things Hardwarian” to turn your home improvement mess into a success.

Why: True Value has been a trusted name in home improvement for more than 50 years. With quality products and expert in-store advice, True Value has been there to help people start and complete home improvement projects. With the “Design SOS: Friends to the Rescue!” contest, True Value wants to give people the opportunity to help a friend in need create the room of their dreams.