



Contact:

Jennifer Noncek, Edelman for True Value
312-240-3130
Jennifer.Noncek@Edelman.com

FOR IMMEDIATE RELEASE

TRUE VALUE KICKS OFF “DESIGN SOS: FRIENDS TO THE RESCUE!” CONTEST

CHICAGO (September 2, 2010) – Everyone has that one design-challenged friend who can’t seem to part with their retro wood paneling, dated floral wallpaper or sea foam green carpet. But friends shouldn’t let friends live with disastrous design – so it’s time for do-it-yourselfers across the country to come together and stage a design intervention. To help make DIY dreams come true, True Value is hosting the “Design SOS: Friends to the Rescue” contest and asking Americans why their friend (or even their own abode) needs a design update!

“We see quite a few design dilemmas across our community of home-improvement bloggers and sometimes even within our own friends’ homes,” said Aaron Olson, co-founder of the Houseblogs.net blog network. “We’re thrilled to partner with True Value to promote this contest and help DIYers, and their friends, turn their home improvement mess into a success.”

From September 2 to October 7, concerned DIYers who want to break free from dated décor, home improvement hang-ups or DIY distress can visit **StartRightStartHere.com** to submit a short entry and brief video or photos that show why a friend – or even themselves – needs a design intervention.

Beginning October 22, America will vote for the most disastrous design from among the top 10 finalists. The entry with the most votes will be announced in mid-November. The winning entry and the person who nominated it each will *each* win \$2,500 to use at a local True Value store to complete their overdue updates and an in-person project consultation with a knowledgeable True Value “Master of All Things Hardwarian” who can provide practical DIY advice.

Visit **StartRightStartHere.com** for more information including contest rules and regulations. There you can explore the site’s interactive “Idea House,” filled with step-by-step project ideas for beginners and advanced DIYers, shopping lists and helpful home improvement tips. Additionally, you can stop in any True Value store for expert advice, project know-how and the tools to get your weekend projects done right.

About True Value

True Value Company, headquartered in Chicago, is one of the world’s largest member-owned wholesale hardware cooperatives with sales of approximately \$2 billion in annual revenue. The cooperative includes approximately 6,000 independent retailer locations operating under the store identities of True Value, Grand Rental Station, Taylor Rental, Party Central, Home & Garden Showplace and Induserve Supply. Additional information on True Value Company and its retail identities is available at TrueValueCompany.com.

For more information or JPEG images, contact Jennifer Noncek at 312-240-3130 or Jennifer.Noncek@Edelman.com.

###