



## *You Design It, We Build It, You Could WIN It!*

DIY Network is taking do-it-yourself to the extreme once again with the renewal of the popular primetime, interactive home building series *Blog Cabin*. DIY Network and [DIYnetwork.com](http://DIYnetwork.com) are inviting the world to participate in “citizen design” to help create a fabulous mountain retreat that will be documented in a 10-part TV series and destined for one lucky sweepstakes winner!

Home improvement expert and *Blog Cabin* host Amy Matthews will be joined by a bevy of fellow DIY Network experts. Viewers can watch each step of the building process on TV while Amy continues to blog online with special behind-the-scenes stories and information. Greenstone Builders will help DIY Network experts build the cabin according to viewer specifications.

From January to February, *Blog Cabin* invites DIY Network's vast Web community to vote on new design elements on [DIYnetwork.com](http://DIYnetwork.com). Throughout the year, Amy and her army of DIY Network expert hosts, [DIYnetwork.com](http://DIYnetwork.com) staff and DIY Network's partners will post blogs to share the trials and triumphs of construction and comment on construction best practices. DIY Network's *Blog Cabin* construction and production begins in March, and the on-air series and the sweepstakes debut in August.

DIY Network's *Blog Cabin* is being built in cooperation with [Greenstone Builders](#) on a mountain property in the Asheville, N.C., community [The Preserve at Little Pine](#). For more information on DIY Network's *Blog Cabin* and to participate in a blog about the construction and vote on design elements of the 2009 cabin, visit [DIYnetwork.com/blogcabin](http://DIYnetwork.com/blogcabin).

### **ABOUT DIY NETWORK**

From the makers of [HGTV](#) and [Food Network](#), [DIY Network](#) is the go-to destination for rip-up, knock-out home improvement television. DIY Network's programs and experts answer the most sought-after questions and offer creative projects for do-it-yourself enthusiasts. One of the fastest growing digital networks and currently in 50 million homes, DIY Network's programming covers a broad range of categories, including [home improvement](#) and [landscaping](#). The network's award-winning Web site, [www.diynetwork.com](http://www.diynetwork.com), is a leader in the Nielsen/NetRatings' Home and Garden category. The site features broadband video channels including [home improvement](#), [crafts](#), [automotive](#), [gardening](#), and [woodworking](#) along with step-by-step instructions totaling more than 20,000 projects online.

### **MEDIA CONTACTS:**

#### **DIY Network (Knoxville Headquarters):**

Rob Link, [rlink@diynetwork.com](mailto:rlink@diynetwork.com) or 865.560.4680  
Brandii Toby, [btoby@diynetwork.com](mailto:btoby@diynetwork.com) or 865.560.4280

#### **FerenComm (DIY Network's New York PR Agency):**

Lindsay Gallagher, [lindsayg@ferencomm.com](mailto:lindsayg@ferencomm.com) or 212.983.9898  
Gina Owens, [ginao@ferencomm.com](mailto:ginao@ferencomm.com) or 215.603.9606

