

Extreme Makeover: Home Edition

We were brought in on the 143rd build of *Extreme Makeover: Home Edition* by the builder himself. We handled all communication on a state and regional level, created a network of support staff and volunteers to assist with all phases of the project, and assembled a core team of 22 communications professionals with skill sets ranging from photography to community outreach and public relations to social media expertise.

For an entire week, we kept the volunteers and supplies coming so that the builders, carpenters and skilled laborers could keep working. The volunteers changed, but the house never stopped going up. We rallied community volunteers to supply cold drinks on long, hot days; bring coffee at night; dole out meals and hand out snacks. We even sourced places for the workers to sleep when they needed to rest.

According to Diane Korman, the producer of the show, “Eckel & Vaughan were absolutely amazing. Whatever we needed, they were able to supply quickly and efficiently. They created an all-volunteer communications support system completely from scratch. I wish I had this kind of support for every build we do!”

The house we built is located in Jamesville, NC. We helped build it for Jeff Cooper, a decorated veteran who has Gulf War Syndrome, a disease with ALS-like symptoms. As we were identifying volunteers, it was important to us to find “heroes to help a hero.” [Click here](#) to see the story about the family, the project and the joy of this incredible undertaking. You can also check out ExtremeEBHeroes.tumblr.com for a blog about our experience.