

For Immediate Release

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**Dignity U Wear Contributes to
ABC's "Extreme Makeover: Home Edition"
--Episode Filmed in Alabama to Air March 23rd--**

Jacksonville, FL (March 7, 2008)--Dignity U Wear, a locally-based, national nonprofit that provides brand new clothing to men, women and children in need, recently contributed to the ABC hit TV show, *Extreme Makeover: Home Edition*. Filmed in early February in Mobile, Alabama, the episode is scheduled to air Sunday evening, March 23rd.

Dignity U Wear donated more than 230 pieces of clothing, with an estimated retail value of \$10,000, to the family of nine. The clothing included jackets, pants, shirts, underwear—even shoes. The items were hung in the closets of the bedrooms of the new home as it was being furnished and completed for the family.

“Dignity U Wear is proud to have worked with ABC and the team from *Extreme Makeover: Home Edition* to support a family that needed help,” said Jim Diehl, Executive Director of Dignity U Wear. “This is what we do everyday and we know what a powerful impact receiving new clothing has on people who need it, even when they don’t have a brand new house to go with it. Kids feel better about going to school and adults often become more confident and regain their self-respect. When you feel good about yourself, you have a much better chance to succeed. It’s a privilege to help parents and families accomplish this.”

Diehl stated that Dignity U Wear would be very interested in working with ABC again “if it make sense and we have the appropriate inventory to meet the needs of other families. This was a great experience all the way around,” he added.

Extreme Makeover: Home Edition, which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), is in its 5th season on ABC. The program is produced by Endemol USA, a division of Endemol Holding. Denise Cramsey is the executive producer; and David Goldberg is the president of Endemol USA.

Dignity U Wear was founded in 2000 and distributes brand new clothing it receives from manufacturers and retailers through a network of 280 recipient nonprofit agencies in 30 states. Locally, the organization has donated more than \$20 million of brand new clothing through 70 Northeast Florida-area nonprofits. Nationally, the organization has provided more than 4.4 million pieces, valued at \$71 million, to more than 350,000 people.

The organization does not receive any city, state or federal government grants or funding; it operates exclusively on private donations from individuals, corporations and private foundations. Volunteers help process 100% of the incoming inventory, providing 95% of the time and labor necessary to accomplish the task.

For more information about Dignity U Wear, call (904) 636-9455 or visit them on the web at www.dignityuwear.org.

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