

Taylor Morrison Enlists Community Volunteers to Help Build Two New Homes in Tampa for Local Families for ABC's Extreme Makeover: Home Edition

7/23/2024

Taylor Morrison set as the show's first-ever exclusive homebuilder for the season

TAMPA, Fla., July 23, 2024 /PRNewswire/ -- America's Most Trusted® Home Builder **Taylor Morrison** will serve as the first-ever exclusive homebuilder for ABC's reboot of the award-winning show, Extreme Makeover: Home Edition, with two episodes coming to Tampa. This August, the series will build two brand-new homes in the burgeoning town of Auburndale, Florida, in **Taylor Morrison's Brookland Park** community to support two local families.

To sign-up to volunteer or donate, visit:

<https://www.taylormorrison.com/Extreme-Makeover-Home-Edition-2024>

Extreme Makeover: Home Edition takes the biggest home renovation show to ever exist, adds hosts Clea and Joanna of The Home Edit and their world-renowned organizational expertise, and creates the ultimate home makeover experience. Like the original, the upcoming series will showcase heartwarming stories and mind-blowing builds for families who give back to their communities.

This announcement comes after the filming of the pilot episode in **Taylor Morrison's Emory Crossing** community during September 2023. The rest of the season will film throughout this fall.

"Providing a safe and beautiful place to call home is at the heart of everything we do as a homebuilder and our team is thrilled to put our talent and resources toward creating dream homes for deserving Polk County families with the reboot of this iconic series," said **Douglas Miller**, Taylor Morrison Tampa Division President. "The

meaningful impact we'll make in our community, the families' touching stories and the dedication of our teams and volunteers will be driving forces behind this fast-moving build."

The episodes will film Sunday, Aug. 4, through Monday, Aug. 12, where Taylor Morrison's Tampa and Orlando division teams, the homebuilder's local and national trade partners, and 2,000 volunteers will be involved in an around-the-clock operation to build two new homes from the ground-up. Volunteer and donation opportunities for both episodes are available to the public. Volunteers must be 18 years or older as of Aug. 4, 2024.

"Our teams are excited to kick-off the new season of this iconic series with double the builds and families supported," said **Brian Brunhofer**, Taylor Morrison Orlando Division President. "It's an incredible feeling to gift two new homes to local deserving families who will greatly benefit and create memories here for years to come."

Upon completion, the deserving families will be welcomed into thoughtfully designed homes built by Taylor Morrison, finished with organized spaces complimentary of The Home Edit, creating stress-free and memorable move-ins.

Taylor Morrison has an existing partnership with The Home Edit, a part of Hello Sunshine, which is a division of Candle Media, that began last summer when the homebuilder and home-organization company teamed up to reduce the stress known for accompanying a move, all while adding some fun and function into the process. Curated organization tips centered around a move are featured in the **New Home, New Zones** video series, and extensions of the partnership are underway to bring The Home Edit's organizational products and services directly into Taylor Morrison homes.

About Taylor Morrison

Headquartered in Scottsdale, Arizona, Taylor Morrison is one of the nation's leading homebuilders and developers. We serve a wide array of consumers from coast to coast, including first-time, move-up, luxury and resort lifestyle homebuyers and renters under our family of brands—including Taylor Morrison, Esplanade, Darling Homes Collection by Taylor Morrison and Yardly. From 2016-2024, Taylor Morrison has been recognized as America's Most Trusted® Builder by Lifestory Research. Our strong commitment to sustainability, our communities and our team is highlighted in our latest annual **Environmental, Social and Governance (ESG) Report**. For more information about Taylor Morrison, please visit www.taylormorrison.com.

About The Home Edit

The Home Edit was founded in 2015 by Clea Shearer and Joanna Teplin with the goal of reinventing traditional organizing and merging it with design. Since then, it has grown into a global media and organization company with a social following of over 7 million people and organizing teams in cities across the country. The Home Edit has become a household name thanks to two New York Times' bestselling books, an Emmy-nominated Netflix show,

"Get Organized with the Home Edit," and a successful line of organizational products sold in stores in over 27 countries, including at its most recent retail partner, Walmart. In 2022, The Home Edit was acquired by Hello Sunshine/Candle Media.

About Hello Sunshine

Founded by Reese Witherspoon, Hello Sunshine puts women at the center of every story it creates, celebrates and discovers. Hello Sunshine tells stories across all platforms – from scripted and unscripted television, feature films, podcasts, audio storytelling, and digital series – all shining a light on where women are now and helping them chart a new path forward. Hello Sunshine is also home to Reese's Book Club. Fast growing in reach and influence, this community is propelled by meaningful connections with stories, authors and fellow members.

Hello Sunshine is part of Candle Media, an independent, creator-friendly home for cutting-edge, high-quality, category-defining brands and franchises. By bringing together elite talent operating at the intersection of content, community, and commerce, it helps to position leading entertainment businesses for accelerated, sustainable growth in the current market and beyond. Candle is run by its Co-Chairmen and Co-CEOs, leading entertainment executives Kevin Mayer and Tom Staggs, and backed by investment capital from funds managed by Blackstone's flagship private equity business.

About Endemol Shine North America

Endemol Shine North America delivers world-class content and compelling storytelling to multiple platforms in the U.S. and across the globe. A division of Banijay Americas, home to some of the biggest brands in television in the United States and Latin America, Endemol Shine North America is behind hit series Deal or No Deal Island (NBC), LEGO Masters (FOX), MasterChef (FOX), MasterChef Junior (FOX), Ripley (Netflix), and Wipeout (TBS), along with the upcoming drama Como Agua Para Chocolate (Max), action-adventure reality competition series The Summit (CBS), and a reimagined Extreme Makeover: Home Edition (ABC).

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