

## Adding a Familiar Feel to ABC-TV's "Extreme Makeover: Home Edition"

*What's old is nearly new*

*By Wayne Wudyka*

Every Sunday night, millions of viewers tune in to ABC-TV to witness a deserving family undergo an incredible, life-changing transformation thanks to "Extreme Makeover: Home Edition." While tearing down a house in disrepair and rebuilding a magnificent new home within seven days may seem like a miracle of television, this amazing feat is accomplished through the tireless efforts of thousands of volunteers. Among the select few season-long participants is the Certified Restoration Drycleaning Network (CRDN), an international organization of textile restoration specialists, which completed more than 50 episodes of the show in the past three seasons.

Supporting Extreme Makeover is a natural fit for CRDN, which professionally handles garments and other fabric items damaged by fires and floods across the U.S., as well as Canada and the U.K. Unlike the rest of the show's participants that focus on new construction and furnishings, CRDN specializes in helping each family's new house feel like their home by cleaning all of their clothing, along with other personal keepsake fabric items. CRDN was founded on the concept of assisting those who have experienced an accident or disaster by restoring garments and textiles—those items that are very personal—while in turn saving insurance companies a substantial amount compared to replacement. CRDN's involvement with the show has encompassed all levels of the organization, from the corporate level down to the local communities where CRDN operators live and work. The stringent schedule for restoring and returning items is business as

usual for CRDN, which is accustomed to handling "rush" orders within 24 to 48 hours.

The vast geographic coverage across 44 states and extensive experience helping tens of thousands of homeowners recover from fires and floods has made CRDN the perfect season-long participant for the show, which is in its sixth season.

"What allows Extreme Makeover: Home Edition to touch the lives of families time after time is the attention to detail that our partners provide," said Diane Korman, senior producer for the show which has won back-to-back Emmy Awards. "You can't pick your family, but you can decide who you choose to do business with. We know that we can count on CRDN to step-up above and beyond the call of duty every time. It is not uncommon to have their business owners hand-deliver the clothing back to us and then stay all night to help move in furniture, often sacrificing their own time with their families to make a difference for a perfect stranger," Korman said.

"It's very difficult to explain the community values that make the impossible actually happen," she continued. "However, I can say with all certainty that it's the people who make the difference each time—the individual heroes among us, whose help is priceless—from putting the family's pictures back on the walls to cleaning their clothes and hanging them back in their closets. Without the dedication and professionalism of CRDN, we would only be building the houses; instead they help us build homes."

In August 2006, CRDN first was utilized to restore more than 800 textile items that were removed from a mold infested house before it was torn down and replaced by a brand new home for a family in Armada Twp., Mich., at the beginning of season five. CRDN then was called upon to restore garments from a family in Toronto, South Dakota, as part of season's third episode. Within a matter of days, CRDN returned 950 lbs. of bulk laundry as well as 165 pieces of drycleaned textiles. Projects soon followed in several other states and continued throughout 2007 and 2008, stretching from Maine to California, Minnesota to Florida and all points in-between, as Extreme Makeover continued its quest to build a new home for an admirable family in all 50 states. In each case, CRDN enthusiastically embraced the opportunity to support a noteworthy family in the community.

Just as Extreme Makeover is committed to making a dramatic difference in the lives of well-deserving families, CRDN is dedicated to playing a valuable role when called upon to serve those in need. To see a complete list of CRDN participants and photos from many of the episodes, go to [www.crdn.com](http://www.crdn.com) and follow the link under the "About Us" section.

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