

A Perfect Fit for Extreme Makeover: Home Edition

By Wayne M. Wudyka

AS the cast and crew of ABC-TV's "Extreme Makeover: Home Edition" crisscrossed the United States helping 24 deserving families get a fresh start, the Certified Restoration Drycleaning Network (CRDN) was there to greet them at every stop of the show's seventh season. Completing its fourth season of participation with the show, CRDN was called upon from Suffolk, CT, in June 2009 to Mineola, TX, in March 2010 and 18 other states in-between.

Supporting Extreme Makeover has been a natural fit for CRDN, which professionally handles and restores 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 reducing severity for insurance companies through restoration 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 show's stringent schedule for cleaning and returning items is business as usual for CRDN, which is accustomed to

restoring "immediate needs" items within 24-48 hours and adept at handling tens of thousands of items simultaneously.

Tearing down a house in disrepair and rebuilding a magnificent new home within seven days may seem like a miracle of television, but this amazing feat really is accomplished time and again thanks to the tireless efforts of thousands of volunteers. Beyond cleaning each family's clothes, CRDN team members oftentimes helped out with other parts of the Extreme Makeover projects, whether pitching in to paint walls or last-minute clean-up before the family returned. CRDN's vast geographic coverage across 45 states, coupled with a caring approach and commitment to serve, has provided Extreme Makeover with consistent and reliable service each time Ty Pennington and team call out their "good morning" greeting to a family in need.

"We know that we can count on CRDN to step-up above and beyond the call of duty every time," said Diane Korman, senior producer for the show which has won back-to-back Emmy Awards. "It is not uncommon to have their business owners and staff hand-deliver the clothing back to us and then stay for hours and hours to help move in furniture or do whatever is necessary, often sacrificing their own time with their families to make a difference for a perfect stranger," Korman said.

While each project is unique, participating with the show has become almost an annual occurrence for some CRDN businesses. Season seven presented repeat performance

opportunities for: CRDN of Minnesota, which completed its fifth episode over four seasons; CRDN of Southeast Louisiana and Southern Mississippi participated in its third project, as did CRDN of Kentucky and South Indiana, CRDN of Greater St. Louis, and CRDN of North Dallas and Fort Worth which handled two episodes this season. Similarly, CRDN of Western New York was called upon twice this season, while CRDN of Oklahoma City, CRDN of Northern Illinois, CRDN of Southwest Ohio and CRDN of Western Mass and Vermont all completed their second stints with the show. Since 2006, others involved with three projects each include CRDN of Alabama and CRDN of Kansas City. CRDN of Arizona, CRDN of New Hampshire and CRDN of Rhode Island and Eastern Connecticut each have two episodes under their belt.

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 episodes, go to www.CRDN.com and follow the link under "About Us," or view Extreme Makeover photos on CRDN's Facebook page, found at www.facebook.com/CRDNTextileRestoration.

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