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TRUE VALUE PUTS POSITIVE SPIN ON HOME IMPROVEMENT MIX-UPS *Kicks Off “DIY Drama” Contest*

What: If your home improvement project turned into a do-it-yourself blunder, you’re not alone! Whether your DIY project ended up with a flooded kitchen or blotchy paint job, now you have an opportunity to laugh at your own mistakes—and potentially win the chance to fix them.

Enter the **True Value “DIY Drama” Contest** and win \$5,000 to use at a local True Value store and an in-person project consultation with a knowledgeable True Value employee, or “Master of All Things Hardwarian.”

Who: Any homeowner who has gone through home-improvement drama – whether it’s a DIY project gone awry or a recurring project on the “Honey-Do” list that’s causing stress in the household. You can nominate yourself or another do-it-yourselfer who has, or is, experiencing a DIY mix-up.

When: Entries will be accepted October 1 – November 2, 2009.

How: Visit www.StartRightStartHere.com and submit a short essay (250 words or less) along with either a short video or up to three photos.

Also at StartRightStartHere.com:

- Browse all contest entries
- View contest rules and regulations
- Learn home improvement tips
- Explore the “Idea House” filled with a variety of step-by-step project ideas for both beginner and advanced DIYers

Voting: Starting November 16, 2009, go to StartRightStartHere.com to vote for your favorite DIY Drama from among the top 10 finalists.

The grand prize winner, chosen from America’s votes, will be announced in early December.

Prize: An in-person consultation with a True Value “Master of All Things Hardwarian” and \$5,000 to use at a local True Value store.

Why: True Value has been a trusted name in home improvement for more than 50 years. With quality products and expert in-store advice, True Value has been there to help people start and complete home improvement projects. With the “DIY Drama,” contest, True Value wants to help homeowners who lost their way through their DIY project.

For more information or JPEG images, contact Kristin Howell at 312-240-2872 or Kristin.Howell@Edelman.com.

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