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**FOR IMMEDIATE RELEASE**

## **LIGHTS, CAMERA, DIY DRAMA!**

### ***True Value Awarding \$5,000 to Fix-Up America's Best Home Improvement Mix-Up***

**CHICAGO (October 1, 2009)** – With more homeowners cutting back and tackling home improvement projects themselves, it is common for unexpected DIY drama to ensue. Everyone from a first-time do-it-yourselfer to an experienced weekend warrior can relate to having his or her DIY go awry. Whether it's drilling a hole in the wrong spot or literally painting oneself into a corner, True Value is asking Americans to share their home improvement mishaps with the "DIY Drama" contest.

"Across our community of home-improvement bloggers, no matter what their skill level, everyone has a DIY slip-up story to tell," said Aaron Olson, co-founder of the Houseblogs.net blog network. "That is why we're happy to partner with True Value to promote this contest because by sharing their stories, these DIYers can help other people avoid the same mistakes."

From October 1 through November 2, 2009, visit [www.StartRightStartHere.com](http://www.StartRightStartHere.com) to submit a short essay, along with a short video or up to three photos, which show why you – or someone you know – have the best DIY Drama story.

Starting November 16, 2009, it's up to America to decide the winner! Consumers are invited to vote for their favorite from among the top 10 finalists on StartRightStartHere.com. The grand prize winner will be announced in early December and will receive \$5,000 to use at a local True Value and an in-person consultation with a knowledgeable True Value employee, a "Master of All Things Hardwarian."

Visit [www.StartRightStartHere.com](http://www.StartRightStartHere.com) for more information including contest rules and regulations. There you can explore the site's "Idea House," filled with step-by-step project ideas for both beginners and advanced DIYers, shopping lists and additional home improvement tips. Additionally, you can stop in any True Value store for expert advice, project know-how and the tools to get your weekend projects done right.

#### **About True Value**

True Value Company, headquartered in Chicago, is one of the world's largest member-owned wholesale hardware cooperatives with sales of approximately \$2 billion in annual revenue. The cooperative includes approximately 6,000 independent retailer locations operating under the store identities of True Value, Grand Rental Station, Taylor Rental, Party Central, Home & Garden Showplace and Induserve Supply. Additional information on True Value Company and its retail identities is available at [www.TrueValueCompany.com](http://www.TrueValueCompany.com).

**For more information or JPEG images, contact Kristin Howell at 312-240-2872 or [Kristin.Howell@Edelman.com](mailto:Kristin.Howell@Edelman.com).**

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