

# diy **BLOG** **CABIN**

## SHOW DESCRIPTION:

*Blog Cabin* is a groundbreaking multimedia experience based on a very simple idea: You Design It, We Build It, You Could Win It! This truly interactive series asks Internet users to vote on the design features for a real log cabin. Then DIY Network experts, led by Ahmed Hassan, build the cabin according to the specifications chosen by our viewers. You can watch every step of the process on TV while Ahmed keeps the world updated online with super-informative behind-the-scenes blogs. Once completed, the cabin is given away to a lucky sweepstakes winner. That's the kind of interactivity everybody loves.

## EXPERT HOST:

Ahmed Hassan, Home Improvement Expert

## SEASON 2 PREMIERE:

Thursday, Aug. 14 at 9 p.m. ET and 9:30 p.m. ET

## SEASON 2 TIMESLOT:

Thursdays at 9 p.m. ET

## SERIES DEBUT:

August 16, 2007

## SWEEPSTAKES:

August 14 – September 29, 2008

## WINNER ANNOUNCEMENT:

Late Fall 2008

## PROGRAM TYPE:

Half-Hour Interactive Home Building Series

## BUILDING PARTNERS:

Barna Log Homes & Rustic Design Construction Group

## BUILDING SITE:

A lakefront property at Lakefront Estates in Spring City, Tennessee

## ABOUT DIY NETWORK

Brought to you by the makers of HGTV and Food Network, DIY Network is the go-to destination for rip-up, knock-out home improvement television. DIY's programs and experts answer the most sought-after questions and offer creative projects for do-it-yourself enthusiasts. One of the fastest growing digital networks and approaching 50 million homes, DIY's programming covers a broad range of categories including home improvement and crafts. DIY's award-winning Web site, www.DIYNetwork.com, is a leader in the Nielsen/NetRatings' Home and Garden category. The site features broadband video channels including home improvement, crafts, automotive, gardening and woodworking, along with step-by-step instructions totaling more than 20,000 projects online.

## MEDIA CONTACTS:

### DIY Network (Knoxville Headquarters):

Brandii Toby, [btoby@diynetwork.com](mailto:btoby@diynetwork.com) or 865.560.4280

Rob Link, [rlink@diynetwork.com](mailto:rlink@diynetwork.com) or 865.560.4680

### FerenComm (DIY's New York PR Agency):

Lindsay Gallagher, [lindsayg@ferencomm.com](mailto:lindsayg@ferencomm.com) or 212.983.9898



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