



**DIY NETWORK'S GROUNDBREAKING INTERACTIVE HOME BUILDING SERIES,  
BLOG CABIN, RETURNS FOR A SECOND SEASON ON AUGUST 14 AT 9 P.M. ET**

Watch DIY Network Build the Cabin One Blog at a Time and Enter For a Chance to Win It  
By Logging on to [DIYNetwork.com](http://DIYNetwork.com) from August 14-September 29

**New Season Features Special Appearance from *This Old House*  
Host Kevin O'Connor and Landscape Contractor Roger Cook**

**KNOXVILLE, Tenn. – July 2008** – From the floor plan and roof style, all the way down to the bathroom tile, millions logged on to [DIYNetwork.com](http://DIYNetwork.com) to participate in "citizen design" to help create a waterfront vacation home. Built by a roster of DIY Network's expert hosts, the process will be documented in the second season of DIY's hugely successful ***Blog Cabin***, the first-ever interactive home building series, premiering **August 14 at 9 p.m. ET** and airing every Thursday at 9 p.m. ET and 9:30 p.m. ET.

In January of this year, all were invited to [DIYNetwork.com](http://DIYNetwork.com) to vote on more than 40 different design features for the fabulous lakefront property. With over three million votes cast and thousands of bloggers participating in ongoing interactive dialogue, DIY viewers can watch the walls take shape next month in each half-hour installment of the 13-episode series, as well as [enter for a chance to win the \*Blog Cabin\*](#).

Expert host [Ahmed Hassan](#) and 11 experts from DIY's [most popular home improvement shows](#) including [Amy Matthews](#), [Jason Cameron](#), [Chris Grundy](#), [Dean Marsico](#) and [Derek Stearns](#) will walk viewers through each step of the building process, while Hassan blogs online to reveal behind-the-scenes outtakes. DIY's expert hosts also keep bloggers and viewers up-to-date throughout the building process with [video blogs](#) - giving a sneak peek of what's coming up next on the *Blog Cabin* series.

Plus, DIY Network opens its *Blog Cabin* doors to *This Old House* experts, host [Kevin O'Connor](#) and landscape contractor [Roger Cook](#), who build a fire pit for the vacation hideaway, marking the first time ever that these home improvement heavyweights are collaborating for an episode of a DIY original series. Online users can log on to [DIYNetwork.com](http://DIYNetwork.com) from August 14-September 29 for a chance to win the cabin, which will be given away to one lucky sweepstakes winner in late fall.

DIY's 2008 *Blog Cabin* is being built in cooperation with [Barna Log Homes](#) and [Rustic Design Construction Group](#) on a lakefront property provided by [Lakefront Estates](#) in Spring City, a bedroom community of Chattanooga, Tenn. The series premiered in 2007 and was a huge success online and on-air. The first year of DIY's interactive initiative resulted in 3.2 million sweepstakes entries, 1.2 million page views and 1.5 million IPIX tours, and 100+K video plays. Great locales are already vying to be the next location of DIY Network's *Blog Cabin* in 2009!

For more information on DIY Network's *Blog Cabin*, visit [www.DIYNetwork.com](http://www.DIYNetwork.com). DIY Network is available nationwide on DISH Network Ch. 111 and DirecTV Ch. 230. For additional cable channel designations, visit [www.DIYNetwork.com/tv](http://www.DIYNetwork.com/tv).

#### **About DIY Network**

From 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](http://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.

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