



### HGTV LAUNCHES 'HGTV URBAN OASIS GIVEAWAY 2010'

**NEW YORK, NY [For Release—Sept. 1, 2010]** A new, contemporary residence with sweeping vistas of the New York City skyline awaits the winner of HGTV's newest home giveaway, HGTV Urban Oasis 2010. Custom-designed by the network's popular designer Vern Yip, the first HGTV Urban Oasis is located in The Residences at W New York-Downtown, 123 Washington Street. Viewers can enter daily to win the grand prize package, valued at approximately \$1.5 million, that includes the fully-furnished residence and an Acura ZDX. Fans can get their first on-air tour of the home during the [HGTV Urban Oasis 2010](#) special on Monday, September 6, 2010, at 8 p.m. ET/PT. The sweepstakes entry period runs September 1-October 20, 2010.

Between now and Wednesday, October 20, fans can enter as often as they'd like by mail and online users can enter once per day via [HGTV.com](#) as well as once per day on HGTV's [FrontDoor.com](#). [Facebook.com/HGTV](#) offers a sweepstakes entry widget for the giveaway that users can grab for their Facebook pages and personal websites. A virtual tour and detailed slideshow tours of the residence are available now at [HGTV.com/urbanoasis](#). In addition, online users can enjoy a blog with exclusive videos of the neighborhood and tidbits from Yip. Further topics, including information on moving to an urban environment and small space living, are covered on [FrontDoor.com](#).

"The HGTV Urban Oasis Giveaway will appeal to fans who are fascinated by city-life," said HGTV President Jim Samples. "The residence highlights the best in urban design and showcases the appeal of living in a downtown location that offers a variety of dynamic activities including theatre, shopping, museums and restaurants."

The residence at The Residences at W New York-Downtown includes luxurious details such as modern countertops and hardwood floors. At just under 900 square feet, the fully furnished residence includes one bedroom, a luxurious bath, gourmet kitchen and a living room with lots of natural light and extraordinary sweeping views of the city. Yip, most recently a judge and host of *HGTV Design Star*, has created a home with a clean-lined, eclectic look. "The entire unit was done in homage to New York City," said Yip. "It includes antiques and architectural artifacts, as well as contemporary elements that are uniquely tied to the city."

"I can think of no more exciting place than New York for our first HGTV Urban Oasis," said House Planner Jack Thomasson, who has overseen construction of 16 HGTV Dream Homes and HGTV Green Homes. "And the opportunity to have it in the Moinian Group's brand new W New York-Downtown hotel and residences just adds to the experience." Other sponsors of the HGTV Urban Oasis Giveaway include: [Acura](#), [SAMSUNG](#),

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[Cuisinart®](#), [DBA – Masco Cabinetry](#), [Progressive Insurance](#), [SC Johnson](#), [KOHLER](#), [Mullican Flooring, LP](#).  
More information on the building and amenities can be found at [www.wnyresidences.com](http://www.wnyresidences.com).

## About HGTV

HGTV, America's leader in home and lifestyle programming, is distributed to more than 99 million U.S. households and is one of cable's top-rated networks. HGTV's website, [www.HGTV.com](http://www.HGTV.com), is the nation's leading online home-and-garden destination and attracts an average of 5 million unique visitors per month.

## About FrontDoor.com

[www.frontdoor.com](http://www.frontdoor.com) is an online real estate information service powered by HGTV, the No.1 source for home-related media content. The site currently offers more than 4 million listings of homes for sale. In addition to providing users with the latest real estate listings, FrontDoor.com houses expert HGTV advice and videos along with original Web series and a comprehensive library of features, tools, guides and information.

## About The Moinian Group

The Moinian Group is widely regarded as one of the industry's most active development firms, boasting a portfolio totaling more than 20 million square feet of commercial, industrial, residential, retail and hotel properties throughout the U.S. and abroad, including 13 million square feet in Manhattan. The company has the most extensive private acquisitions in the country, including trophy buildings like the Downtown Club in Lower Manhattan, formerly known as the Downtown Athletic Club and home to the Heisman Trophy, the Willis Tower in Chicago and Continental Towers at 180 Maiden Lane in Downtown Manhattan. Its team of seasoned professionals, hands-on management style and a strategic approach to investment and growth has armed the firm with the tools necessary to take advantage of the unique opportunities available in the real estate marketplace. For more information, visit [www.moiniangroup.com](http://www.moiniangroup.com).

## About W Hotels Worldwide®

W Hotels is an innovative contemporary lifestyle brand and the hotel category buster with 35 hotels and retreats in the most vibrant cities and exotic destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access to a world of "Wow." Each hotel offers a unique mix of innovative design and passions around fashion, music and entertainment. W Hotels offers a holistic lifestyle experience that is integrated into the brand's sensibility through contemporary restaurant concepts, glamorous nightlife experiences, and signature spas. With 10 years of proven success, W Hotels is on track to double its footprint by 2011. W Hotels and W Retreats have been opened & announced for Downtown New York, Hollywood, London, Paris, St. Petersburg, Guangzhou, Shanghai, Bali, Vieques Island, Koh Samui, and Verbier, among other international destinations. For more information, visit [www.whotels.com](http://www.whotels.com).

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