



FOR IMMEDIATE RELEASE

DIY NETWORK'S INTERACTIVE HOME BUILDING SERIES
"BLOG CABIN" RETURNS TO VIEWERS' HOMES THIS SUMMER

NEW YORK – July 19, 2012 – [DIY Network](#) premieres the sixth season of the popular “crowd sourced” renovation show, ***Blog Cabin***, on **Monday, Aug. 13 at 9:30 p.m. ET/PT**. The series that promises viewers “You Design It, We Build It, You Could Win It!” is showcasing a gorgeous 1880s Cape-style farmhouse in Waldoboro, Maine, as it undergoes a complete renovation. A record-breaking six million viewers voted on all aspects of the renovation -- from kitchen tiles and bathtubs to window treatments -- on the network’s companion website [DIYNetwork.com](#). Viewers are encouraged to visit [DIYNetwork.com/BlogCabin](#) from their computers, mobile devices, phones and tablets to participate in interactive blogs, videos and photos, check out the winning design elements and to enter for a chance to win DIY Network’s *Blog Cabin*, beginning Monday, Aug. 13.

Hosted by tools expert and do-it-yourself enthusiast, **Chris Grundy**, this season’s *Blog Cabin* also features such DIY Network experts as *House Crashers’* **Josh Temple**, *Bath Crashers’* **Matt Muenster**, *Yard Crashers’* **Matt Blashaw** and the first lady of the *Crashers* family, *Kitchen Crashers’* **Alison Victoria**. Experts **Jason Cameron**, host of *Desperate Landscapes*, and **Anitra Mecadon** of *Mega Dens*, are also on hand to transform this nineteenth-century home, situated on 21 acres along the scenic Medomak River, into a dream vacation retreat.

“This is truly a unique experience for our viewers,” says **Grundy**. “Nowhere else on television can viewers interact with our experts, weigh-in on the renovation and then enter for a chance to win the home they helped design. Our commitment to viewer engagement is what separates DIY Network from everyone else!”

Blog Cabin, an original groundbreaking multimedia experience launched in 2007, asks Internet users and viewers to vote and blog on the design features of the ultimate vacation home and offers a chance for one lucky viewer to win it. Throughout the series, Grundy documents the miraculous transformation of this four bedroom, 2-bath, 3,000 square foot home that boasts 450 feet of waterfront property. Viewers can also become fans of DIY Network and interact with other home improvement enthusiasts and do-it-yourselfers through [facebook](#), [Twitter](#) and [Pinterest](#). DIY Network is available nationwide on DISH Network Ch. 111 and DIRECTV Ch. 230, and additional cable channel designations may be found by checking local listings and [www.DIYNetwork.com/tv](#).

DIY Network’s 2012 *Blog Cabin* is being built in cooperation with GMC, Lumber Liquidators, Inc., The Sherwin-Williams Company, Quicken Loans Inc., Budget Blinds, Inc., James Hardie Building Products, Mitsubishi Electric Cooling & Heating, Trex Company, Inc., GAF, Kohler Co., Petco Animal Supplies, Inc., and Liberty Mutual Insurance.

ABOUT DIY NETWORK

[DIY Network](#), from the makers of [HGTV](#) and [Food Network](#), is the go-to destination for rip-up, knock-out home improvement television. One of the fastest growing digital networks and currently in more than 56 million homes, DIY Network’s programming covers a broad range of categories, including [home improvement](#) and [landscaping](#). The network’s award-winning website, [DIYNetwork.com](#), is a leader in the Nielsen Online Home and Garden category and features multiple resources, including thousands of do-it-yourself home improvement projects, expert advice, how-to videos and images, and user-friendly reference guides with step-by-step instructions.

###

MEDIA CONTACTS:

DIY Network: Brandii Toby-Leon, btoby@diynetwork.com or 865.560.4280

DIYNetwork.com: Amy Hammontree, ahammontree@scrippsnetworks.com or 865.560.4639

Rogers & Cowan: Sheila Munguia, smunguia@rogersandcowan.com or 212.878.5029

[diynetwork.com](#)

9721 Sherrill Boulevard • Knoxville, TN 37932 • 865-694-2700