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## HGTV'S HOT NEW RENOVATION COMPETITION SERIES 'BEACH FLIP' DEBUTS JULY 5

New York [For Immediate Release—May 28, 2015] Outdated beachfront properties are transformed into hot commodities in HGTV's newest renovation competition series, *Beach Flip*. Premiering on Sunday, July 5, at 9 p.m. ET/PT, HGTV and DIY Network stars **Nicole Curtis** (*Rehab Addict*), **Josh Temple** (*House Crashers*) and **David Bromstad** (*My Lottery Dream Home*) act as hosts, judges and mentors to four rival teams as they compete to renovate rundown waterfront bungalows with outdated décor, loud wall colors and awkward layouts into spectacular properties in just eight weeks. The team with the highest increase in property value as determined by the region's top appraisers wins the \$50,000 grand prize and a spread in *HGTV Magazine*.

"Successful titles like *Ellen's Design Challenge* and *Brother vs. Brother* confirm viewer appetites for fun design and home renovation competition series," said Allison Page, general manager, HGTV and DIY Network. "*Beach Flip* offers fans teams to root for, home improvement tips from our star experts Nicole Curtis, Josh Temple and David Bromstad, and it doesn't hurt that it's a competition with an ocean view."

The talented teams in HGTV's *Beach Flip* include: long-time sweethearts from Chicago, wealth management expert Martha Montross and experienced builder Alex Borre; long-distance couple, Melissa Llewellyn from Los Angeles and Mahdi Alston from Philadelphia, who are in the process of flipping their first house; married duo Sarah Roussos-Karakaian, the professional organizer, and Nick Karakaian, a handyman with a background in architecture, from Astoria, N.Y.; and longtime best friends Lucy Farmer, a designer, and Daphney Massey, a real estate agent, from Birmingham, Ala. Fans also can learn more about the teams by visiting [hgtv.com/beachflip](http://hgtv.com/beachflip), as well as watch contestant interviews and behind-the-scenes outtakes with David Bromstad. In addition, online visitors can participate in weekly fan polls and even live tweet during the series premiere using **#HGTVBeachFlip**.

"These competitors are skilled home renovators and they know how to get the most bang for their buck," said Josh. "It'll be incredibly interesting to see how these teams play the game."

Armed with a \$40,000 budget, the teams must manage their time and money to renovate their assigned two bedroom/two bathroom property from top to bottom. In addition, the teams vie to win additional funds by competing in weekly challenges, including a full kitchen reno, a complete living room redesign, a guest room makeover based on chosen inspirational pieces and the addition of a multifunctional office/den space.

"Each team has great ideas for how they want their spaces to look," said David. "Time management is really going to determine the winner of these weekly challenges and that extra money for the renovation budget is a huge advantage."

In the season premiere, the contestants' must renovate and redesign the master bedrooms. At the end of the challenge, mentor David Bromstad evaluates the overall look of the space, quality of the renovation and total value added through smart design decisions.

"This competition is all about executing the smartest home improvement for the money," said Nicole. "The team who can pull this off—while the clock is ticking—is going to win it all."

## **ABOUT HGTV**

America's leading home and lifestyle brand, HGTV features a top-rated cable network that is distributed to more than 96 million U.S. households and [HGTV.com](http://HGTV.com), the premier source for home-related inspiration, instruction and entertainment, attracts more than six million people each month. The brand also includes the HGTV HOME™ consumer products line which showcases exclusive collections of paint, flooring, lighting, furniture, plants, fabrics and other home-oriented products. For more information on HGTV HOME branded products and to find a retailer, go to [www.hgtvhome.com](http://www.hgtvhome.com). In partnership with Hearst Magazines, the HGTV Magazine, a home and lifestyle publication, is currently available on newsstands. Viewers can become fans of HGTV and interact with other home improvement enthusiasts through [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#). Headquartered in Knoxville, Tenn., HGTV is owned by Scripps Networks Interactive, Inc. ([SNI](#)).

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