



## 2012 HGTV URBAN OASIS GIVEAWAY ENTRY PERIOD BEGINS

***"HGTV Urban Oasis Tour 2012" Special Premieres Friday, August 24 at 9 p.m. ET/PT***

**New York, N.Y. [FOR IMMEDIATE RELEASE—August 23, 2012]** HGTV gives the phrase “urban oasis” a stylish twist with its third annual HGTV Urban Oasis<sup>SM</sup> Giveaway, offering one lucky winner a chic, custom-designed city dwelling on the 20<sup>th</sup> floor of Miami’s newest residential hot spot, Paramount Bay. Consumers can enter for a chance to win the HGTV Urban Oasis Giveaway 2012 once a day on [hgtv.com/urbanoasis](http://hgtv.com/urbanoasis) as well as once a day on [frontdoor.com/urbanoasis](http://frontdoor.com/urbanoasis) from Thursday, August 23 at 9:00 a.m. ET through Monday, October 15, 2012 at 5:00 p.m. ET.

HGTV Designer John Gidding will give fans their first on-air tour of the property in the *HGTV Urban Oasis Tour 2012* special which premieres Friday, August 24 at 9 p.m. ET/PT. Fans of the network’s popular home giveaways can visit [hgtv.com/urbanoasis](http://hgtv.com/urbanoasis) to get a sneak peek of the newest residence and check out a full virtual tour. In addition, videos and information about the stunning property are available at [hgtv.com/urbanoasis](http://hgtv.com/urbanoasis) and [frontdoor.com/urbanoasis](http://frontdoor.com/urbanoasis).

The fully-furnished 1,700-square-foot luxury condominium, decorated by Miami interior designer Lindsay Pumpa, is the centerpiece of the giveaway’s 2012 grand-prize package valued at \$900,000. Pumpa, whose razor-sharp eye for detail and forward-looking design approach makes her one to watch in the industry, puts a livable, contemporary spin on Miami’s urban-chic lifestyle and showcases cool, colorful décor in the high-rise residence.

“The HGTV Urban Oasis in Miami is ideal for those who dream of oceanfront views but want the vibrancy of downtown at their doorstep,” said Kathleen Finch, general manager, HGTV.

The two-bedroom condominium includes 2 ½ baths, a gourmet kitchen and a terrace with exceptional views of Miami Beach, Biscayne Bay and the Port of Miami. The future owner also will enjoy full access to the building’s two-story, 6,000-square-foot state-of-the-art spa and fitness center, a 91-foot-long pool that features cabanas, a theater lawn and fire pit, a private sunrise waterfront pool and five-star services such as a concierge and valet.

"Paramount Bay is located in one of Miami’s premier waterfront areas—we could not have chosen a better site for the HGTV Urban Oasis 2012," said HGTV House Planner Jack Thomasson, who also oversees the annual building of the HGTV Dream Home and HGTV Green Home.



Sponsors of the HGTV Urban Oasis Giveaway include: iRobot Corporation, Cabinets To Go, The Sherwin-Williams Company, KOHLER and Mullican Flooring.

### **About HGTV**

America's leading home and lifestyle brand, HGTV features a top-rated cable network that is distributed to more than 99 million U.S. households and the HGTV website, [HGTV.com](http://HGTV.com), the nation's leading online home-and-garden destination that attracts an average of four million unique visitors per month. The brand also includes the HGTV HOME consumer products line which showcases exclusive collections of paint, flooring, soft goods and other home-oriented products, as well as *HGTV Magazine*, a new home and lifestyle publication published in partnership with Hearst Magazines.

### **About FrontDoor.com**

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](http://FrontDoor.com) houses expert HGTV advice and videos along with original Web series and a comprehensive library of features, tools, guides and information.

### **About Paramount Bay**

Paramount Bay is located in Downtown Miami's booming Biscayne Corridor. The 47-story tower features more than 340 units and directly overlooks Biscayne Bay. Residents enjoy unparalleled views from expansive glass balconies as well as an inimitable collection of amenities that includes access to a world-class beach club, private elevator foyers, multiple swimming pools, a waterfront promenade, a unique full-service spa and fitness concept and distinctive on-site restaurant and retail offerings. Notable surrounding areas such as the Wynwood Arts District, the Design District, Miami Beach and the city's cultural epicenter situated along Biscayne Boulevard are all easily accessible. Sales commenced in October 2011 and the building is nearly 85 percent sold out. For more information, please visit [www.paramountbay.com](http://www.paramountbay.com).

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