



MEDIA ALERT:

***My RONA Home, Season 2 Premieres Sunday, April 10 on Citytv***

TWO FAMILIES GO HEAD TO HEAD IN THE ULTIMATE COMPETITION, TO DESIGN, BUILD AND WIN THEIR \$450,000 DREAM HOME - A CHALLENGE THAT WILL CHANGE THEIR LIVES.

THE FATE OF BOTH FAMILIES LIES IN CANADA'S HANDS AS VIEWERS HAVE THE OPPORTUNITY TO VOTE FOR THEIR FAVOURITE FAMILY BY PHONE AND ONLINE.

(Toronto – March 14, 2011) Watch as two families battle it out, from frame to finish, to design and build the best house on the block when season two of the **Citytv** original series [My RONA Home](#) premieres Sunday, April 10 at 9pm ET/PT (8pmCT/10pmMT).

Show images and bios are available at [www.rogersmediatv.com](http://www.rogersmediatv.com)

To tweet this release: <http://ow.ly/4ehBH>

Hosted by Elissa Lansdell season two of *My RONA Home* follows two families – Robyn and Jordan Ausmus (Blue Team) and Raegan and Jesse Maley (Yellow Team) – in a competition to see who can best design, construct and decorate a brand new home. In an intense race against time, each family is matched up with two experts consisting of a contractor and an interior designer. Together they will work room-by-room, with a deadline of 30 hours to radically transform empty spaces, ultimately turning the shell of a house into a home. With each grueling challenge, the competition intensifies and becomes more emotional as these families struggle to out-build, out-design and out-decorate one another, working and living side by side.

In the premiere episode (“Blood, Sweat and Tears”) viewers will be introduced to both families. Robyn and Jordan Ausmus and their two small children recently returned to Calgary from California where Jordan studied to be a chiropractor. Heavy student debt has forced them into living with Jordan’s grandmother, where their privacy consists of two small bedrooms and a cave they’ve carved out in the chilly basement. Raegan and Jesse Maley moved to Calgary from a small town in Ontario in search of opportunity. Jesse found a good job as an apprentice aircraft maintenance engineer, but house prices remain out of reach. With four kids, Raegan is finding it difficult to have a kitchen that can only hold one person at a time and an apartment-sized fridge. This week, the teams are given their first challenge and have twenty hours to drywall the main floor of their house. Find out if they will succeed and which team will do it better.

Ultimately Canadian viewers will have the final say on which couple will win their dream home. Following each episode, viewers have the opportunity to vote online at [www.Citytv.com/myRONAhome](http://www.Citytv.com/myRONAhome) or by phone at 1-900-630-7662, for the team they think did the best overall job that week. The team with the most votes at the end of the 10-week season will have their lives transformed as they win their dream home – plus the entire contents of furniture, appliances and electronics inside! The other family will be given the opportunity to buy their home...and a spectacular consolation prize will be waiting for them, too!

Check out **Citytv.com** for full episodes and exciting extras from some of your favourite **Citytv** programming, available 24 – 48 hours post broadcast. You can now also catch up on your iPad by downloading the free **Citytv** video app on iTunes.

## **ABOUT RONA**

RONA is the largest Canadian distributor and retailer of hardware, home renovation and gardening products. RONA operates a network of more than 950 corporate, franchise and affiliate stores of various sizes and formats. With close to 30,000 employees working under its family of banners in every region of Canada and more than 17 million square feet of retail space, the RONA store network generates over \$6 billion in annual retail sales. For more information, please visit [rona.ca](http://rona.ca)

## **About ZONE3**

My RONA HOME is produced by Zone3. Based in Montreal, Zone3 is a solidly established Quebec company whose creative ideas and production skills are focused in television production and film production, with over 3000 hours of original programming each year. Zone3 is the most important production company in Quebec and the 5th in Canada. Founded by André Larin, Michel Bissonnette and Vincent Leduc, all of whom have held key positions in the Quebec television and broadcasting Industry for many years, ZONE3 is owned by Telesystem Ltd. and CDP TélécomMédias. Michael Kronish and Isabelle Bourduas are the executives in charge of English language production for ZONE3.

**Citytv™** television stations in Toronto, Vancouver, Calgary, Edmonton and Winnipeg offer viewers intensely-local, urban-oriented, culturally-diverse television programming. A distinct alternative to other conventional television stations, **Citytv** engages its viewers with dynamic on-air personalities and delivers an entertaining mix of news, local-interactive formats such as: Breakfast Television and CityLine; as well as local Canadian and US acquired prime time entertainment programming. **Citytv** is a part of Rogers Broadcasting Limited, a division of Rogers Communications Inc. (TSX: RCI and NYSE: RCI) which is a diversified Canadian communications and media company. For more information on **Citytv** stations and programming, visit [www.Citytv.com](http://www.Citytv.com)

Media Contact:

Meghan Hardy, Rogers Media Television, 416.764.3197, [Meghan.hardy@rci.rogers.com](mailto:Meghan.hardy@rci.rogers.com)  
Veronica Logue, Rogers Media Television, 416.764.3195, [veronica.logue@rci.rogers.com](mailto:veronica.logue@rci.rogers.com)  
Fran Watson, Show Publicist, 403.244.7774, [fran@franandcompany.com](mailto:fran@franandcompany.com)

[Follow us on Twitter @Citytv PR](#)

