



TOP HGTV STARS GO HEAD-TO-HEAD IN NEW HOME RENO COMPETITION SERIES 'ROCK THE BLOCK'

NEW YORK [March 20, 2019] Four of HGTV's brightest home renovation experts will square off in the network's newest competition series, *Rock the Block*. With just four weeks and \$150,000 each, **Leanne Ford** (*Restored by the Fords*), **Jasmine Roth** (*Hidden Potential*), **Mina Starsiak** (*Good Bones*) and **Alison Victoria** (*Windy City Rehab*) will take identical suburban properties—located side-by-side in the Greater Los Angeles Area—and morph them into extraordinary custom dream homes. Hosted by *Property Brothers* star and real estate expert **Drew Scott**, the series will spotlight the power reno professionals as they infuse the houses with their distinctive signature style. The HGTV star who adds the most value to her home will claim victory and bragging rights. *Rock the Block* is slated to premiere in fall 2019.

"We couldn't resist the opportunity to put four of HGTV's biggest stars to the test in a thrilling, action-packed competition," said Allison Page, president, HGTV. "*Rock the Block* features business owners who are proven home renovation experts and each one already has her own hit series on the network. We can't wait to see who emerges as the winner."

Pardee Homes® Los Angeles will build the four new properties that will be featured on *Rock the Block*.

ABOUT HGTV

HGTV delivers the superstar experts, fascinating families, compelling renovations and stunning transformations that make all things home fun. America's favorite way to get entertaining, relatable and inspirational home and lifestyle content, HGTV offers: a top 10 cable network that is distributed to more than 88 million U.S. households; a website, HGTV.com, that attracts an average of 9.7 million people each month; a social footprint of 16.8 million; HGTV Magazine, a monthly publication that reaches more than one million readers and exclusive collections of home-oriented products through the HGTV HOME™ consumer products line. Viewers can become fans of HGTV and interact with other home improvement enthusiasts through [Facebook](https://www.facebook.com/HGTV), [Twitter](https://twitter.com/HGTV), [Pinterest](https://www.pinterest.com/HGTV) and [Instagram](https://www.instagram.com/HGTV). HGTV is owned by Discovery, Inc., a global leader in real life entertainment spanning 220 countries and territories, whose portfolio also includes Discovery Channel, Food Network, TLC, Investigation Discovery, and OWN: Oprah Winfrey Network.

ABOUT PARDEE HOMES® LOS ANGELES

Pardee Homes Los Angeles builds thoughtfully designed and innovative new homes and communities for first-time through luxury homebuyers. For more information about Pardee Homes Los Angeles, please visit www.PardeeHomes.com/Region/Los-Angeles.

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