



# MEDIA RELEASE



**FOR IMMEDIATE RELEASE**

## **Local Television Production Company Casts Hosts for New W Network Television Series!**

Get ready for "Lights! Camera! Action"! The production company that chronicled neophyte restaurateurs Caroline Ishii and Dave Loan as they gambled their life savings and opened up ZenKitchen – the new Ottawa Centretown vegan restaurant – in *The Restaurant Adventures of Caroline & Dave* (W Network), is now bringing a 'real people doing real things' sensibility to their roster of popular design programming with their latest project, *ALL FOR NOTHING*, set to premiere on the W Network this fall.

### **THE PREMISE:**

*ALL FOR NOTHING* is one part design transformation series, and one part fast-paced real estate drama; a one hour TV series that pits homeowner against homeowner in a competition to ready their neglected homes for sale. The catch? They have only 2 weeks to complete the transformation, and even less money to work with – nothing! Jam-packed full of ideas and tips from the shows hosts, a top notch real estate agent and an award winning interior designer, motivation will be high as the two sets of homeowners will be competing for a money-saving prize: the commission-free listing services of the real estate agent host.



After a city-wide casting call, Mountain Road is pleased to announce that it has officially cast the *ALL FOR NOTHING* hosts! Debuting for the first time in a television series, Mountain Road is delighted to introduce **PAUL RUSHFORTH**, a savvy Ottawa real estate agent with a strong sense of interior design. Paul will be hosting alongside award-winning designer **PENNY SOUTHAM**, known for her designer-expertise in seasons 1 and 2 of *Design U* and recent winner of the 2009 Greater Ottawa's Home Builder's Association (GOHBA) award for interior design. In 2008, Penny won 7 of the Association's awards, which is the most won by a single person in its 25 year history.

## REAL ESTATE AGENT HOST



As a former professional hockey player Paul Rushforth has a competitive edge that makes him a force to be reckoned with! Having traded in his hockey jersey for a suit and tie 7 years ago, Paul quickly climbed the real estate ladder to become Ottawa's top selling agent.

Paul will work to make sure the ALL FOR NOTHING homeowners get top dollar for their homes by giving them solid advice on where to invest their sweat equity. With a tough-love approach, he will keep the homeowners focused on maximizing the profit on the sale of their home.

*"I'm thrilled to take on the new challenge of a TV series about what I know best – selling houses! I'm looking forward to applying my real estate expertise to the ALL FOR NOTHING concept. I can't wait to see what homeowners are able to accomplish with little to no budget!"*

Not only is Paul offering his commission-free services to the winner, he is also guaranteeing the sale of the home – because in the end if it doesn't sell, HE'LL BUY IT HIMSELF!

## DESIGNER HOST

Local award-winning designer Penny Southam is known for creating inner spaces with modern lines and classic elements always with an emphasis on function. Penny's portfolio consists of commercial, hospitality and residential design for a client list that extends to Vancouver and New York.

Penny will tour each ALL FOR NOTHING home with an eye to making the home functional and pleasing to potential buyers. Making her way from room to room she will formulate a plan for the homeowners, keeping in mind that they have little to no budget to spend and that they will be completing these tasks themselves. She will provide a solid plan to each home's owners – but then it's up to them to make it happen!



*"I'm excited to be one of the co-hosts of this new series. Paul and I are good friends but tend to disagree on many points which can make it very interesting, to say the least. Throughout the two weeks of hard work we become the homeowners' cheering squad and at times, their task master. The show is a fun, outside of the box approach to home design with a big prize at the end – It's All For Nothing!"*

Paul and Penny are at the top in their respective fields. Bringing their abundance of expertise to the show is both a blessing and a burden! Neither Paul nor Penny is the type to back down once they have an idea. So, who knows best? Paul knows the real estate market best, but Penny is more in tune with what is doable on limited to no budget and a tight timeline. Ultimately, they both want to see the homeowners achieve the highest profit possible for their homes. It's just a matter of getting there!

Each episode will inspire budget strapped viewers to take on the challenge of achieving professional pre-listing make-overs. The question is – will it have been ALL FOR NOTHING.

Executive Producer, Tim Alp, is excited at the prospect of producing this new series in the Ottawa area.



*“Canadians see so much of Toronto on television, while right here in Ottawa, we have the same wealth of creativity and the same potential for everyday folks to become TV stars! We hope to uncover Ottawa homeowners who really need help and are ready to embrace the budget conscious sensibility of ALL FOR NOTHING!”*

Now that the hosts have been cast, Mountain Road is scouring Ottawa and its surrounding areas from block to block, and street to street, leaving no neighbourhood unexplored as they set out on a large-scale casting hunt to find homeowners. The series calls for 26 homeowners, and the casting is ongoing.

*“The search for homeowners will focus on finding couples and families who get excited by creative solutions that don't break the bank, who are intrigued by alternatives to a cash-economy, and are happy to strap on a tool belt – even if they've never done it before”* says producer Lisa Nault.

Mountain Road Productions Ltd. (MRP) has developed and produced critically acclaimed and award-winning programs that have aired on a number networks in Canada and around the world. Selected productions include *The Restaurant Adventures of Caroline and Dave*, *The Real Estate Adventures of Sandy & Maryse*, *Be Real with JR Digs*, *Me, My House & I with Brigitte Gall*; *Design U*; and *Broken House Chronicles* – all filmed locally here in Ottawa. More recently, MRP is in post-production on *Sheltered* for The Aboriginal Peoples Television Network (APTN) which was filmed in Costa Rica, Peru and Southern and West Africa in April of this year.

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Homeowners can get more details by visiting the Mountain Road website, under the "Casting" tab at [www.mountainroad.ca](http://www.mountainroad.ca) or by emailing Sonja Osberg at [sonja@mountainroad.ca](mailto:sonja@mountainroad.ca).

Paul Rushforth and Penny Southam are available for interviews to discuss ALL FOR NOTHING as well as topics relating to real estate and design upon request.

For more information, please contact:

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