



For Immediate Release
December 6, 2011

Gemini-Nominated Series *All For Nothing?* Returns for More Real Estate Drama and All-Out Renovation Wars on W Network

Ottawa, ON - **Mountain Road Productions**, in association with **W Network**, is proud to announce that their hit reality competition series ***All For Nothing?*** returns for Season 2 this January. This hour-long series pits homeowner against homeowner in a competition to ready their neglected homes for sale, with the help of Award-winning interior designer **Penny Southam** and top-ranked realtor **Paul Rushforth** – all without spending a dime. *All For Nothing?* premieres **Tuesday January 3 at 10 p.m. ET/PT** on W Network, with a repeat slot the following Tuesday at 1 p.m. ET/PT.

Each week, two households face the challenge of fixing up their design-deficient houses with no budgets. The seller with the highest increase in value at the end of two weeks wins the commission-free listing services of expert real estate agent, Paul Rushforth. But it won't be as simple as painting a few walls and replacing a few burnt out light bulbs.

With the challenge of doing major renovations on a zero budget, homeowners must get creative when it comes to raising funds for beautifying their homes and finishing on time. Luckily, homeowners get the guidance of top-selling agent, Paul Rushforth, and award-winning designer, Penny Southam, to help them along the way. It's anyone's game when it comes to transforming their neglected properties into stunning sale-ready homes and doing it *All For Nothing*.

"We're thrilled to be back with 26 brand new episodes as we help Canadian homeowners sell their homes using creative solutions that don't break the bank," says Executive Producer Tim Alp. "*All For Nothing?* shows homeowners what can be achieved when seeking alternatives to a cash economy. In the midst of all the drama and entertainment, every episode offers a chance for Paul and Penny to show Canadians what they can do when they strap on a tool belt and get creative – even if they've never done a single renovation before."

Season 2 begins with a battle of the condominiums that has both teams trying to hit the nail on the head and missing every time. Chris and Nora's fundraising efforts are stonewalled after a local dealer rejects their antiques. Tensions continue to rise as the couple butts heads over who's the boss in this renovation royale. Meanwhile, across the city in another condo unit, Lisa and Danny receive huge community support, but risk not finishing Paul and Penny's job list that includes updating their main bathroom and finally completing their half-finished basement renovation. Will money or teamwork be on the side of the winning homeowners? Viewers can find out on January 3 at 10 p.m. on W Network.

– more –

– 2 MRP –

About Mountain Road Productions

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. *All For Nothing?* is the latest series produced exclusively for W Network, alongside *The Restaurant Adventures of Caroline & Dave*, *The Real Estate Adventures of Sandy & Maryse* and *Me, My House & I* with Brigitte Gall.

About W Network

Watched by over 10 million viewers in an average month, W Network delivers compelling entertainment for women, ranging from blockbuster movies to popular dramas and lifestyle series. Its website, www.wnetwork.com offers in-depth show information featuring expert advice from hosts in addition to a popular games section and a rich online community. W has built a leadership position as “marketing to women experts” through its various research initiatives, including The W Her Report.

-30-

For high-resolution images, please visit www.mountainroad.ca and click on the **All For Nothing?** page under the “Portfolio” tab.

Find us on Facebook, Twitter & YouTube: **/allfornothingtv**



Media contact:

Almira Bardai

Jive Communications

604-561-7516

almira@jivecommunications.ca