

## Bianchi PR works to the extreme for local builders

Teamwork. That's how Rick Merlini, CEO of American Heartland Homebuilder in Macomb, and his longtime friend Anthony Lombardo, president of Lombardo Homes in Washington Township, explained their record-breaking 53-hour and 54-minute tear down and rebuild of a new house in Armada Township for the hit ABC-TV series "Extreme Makeover: Home Edition."

Teamwork. That's also how Troy-based Bianchi Public Relations – which was selected by American Heartland Homebuilder for this extreme project – coordinated all PR and media relations activities, and responded to the daily onslaught of inquiries from media, volunteers and the general public. Bianchi PR also assisted Lombardo Homes in the PR effort.

Daniel Iannotti, chief operating officer of American Heartland Homebuilder, said of Bianchi PR: "One might naively think that it's easy to generate publicity at an event like this. While partially true, the key difference is that the Bianchi team was able to generate the right type of publicity for us – publicity consistent with our message. With many different principals, sponsors and TV restrictions, getting our message out was often like navigating through a mine field."

Congratulations to Bianchi PR for a job that was extremely well done.



Bianchi PR's Adriana Ferrari (left) and Rich Donley, APR, at the build site of "Extreme Makeover: Home Edition" in Armada Township.