



MEDIA RELEASE



NETWORK

W NETWORK'S *All For Nothing?* IS BACK FOR AN ACTION-PACKED SECOND SEASON!



Airs Thursdays at 9 p.m. ET/PT on W Network

(February 24, 2011 – Ottawa, Canada) Mountain Road Productions in association with W Network is excited to announce the renewal of *All For Nothing?* for a second season of 26 one-hour episodes. *All For Nothing?* is the TV series that proves that even on limited budget anyone can significantly increase the value of their home creating the greatest return on their investment. Casting is currently ongoing for homeowners in the Ottawa area.

The series brings a 'real people doing real things' sensibility to popular design programming. Armed with motivation and grit, the homeowners are willing to roll up their sleeves and do the dirty work themselves. It's about not giving up even when the going gets tough... and dusty! Since its premiere in October, *All For Nothing?* has been providing insider tips for homeowners on a budget looking to get top dollar for their homes.

Each episode pits homeowner against homeowner in a competition to get their homes market ready in just two weeks. Benefitting from free real estate and design advice, the seller with the highest increase in value at the end of two weeks will win the commission-free listing services of expert real estate agent **Paul Rushforth**. Winning won't come easy though. Under the guidance of Paul, and award-winning designer **Penny Southam**, homeowners have to attempt to transform their tired properties into beautiful sale-ready homes, spending as little as possible.

While Paul and Penny don't always agree on the design plans for the homes, the end results are always a winning combination for the competitors. In a two week period homeowners have been able to increase the value of their homes by as much as \$50,000. With some creative fundraising offsetting the cost of the renovation, one homeowner increased the value of their home by 11.1% and truly did it *All For Nothing*.



"Each and every homeowner in the first season brought their own unique spin to carrying out Paul and Penny's suggestions, making every episode interesting to watch. It's the homeowners who really are at the heart of *All For Nothing?*'s success and we look forward to bringing this incredible opportunity to more Ottawa homes in the new season" says producer Lisa Nault.

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Competitors from Episode 2 “City House vs. Country House”, Jen & Al Greer, loved every minute of filming: What an experience! We enjoyed doing it “All for Nothing” from beginning to end. The crew were wonderful and it was really fun to learn about how a television show is made. Bringing Penny and Paul’s vision to life was exciting and we were very pleased with the outcome. It was challenging, but we were amazed at what we were able to accomplish in such a short time, thanks to our friends and family. People ask us if we would do it again and we say “definitely!”

Production for the first season wrapped at the end of January, and filming for season 2 starts in early March – running through until April 2012. The series is filmed locally here in Ottawa, and Mountain Road Productions is currently scouring Ottawa and its surrounding areas from block to block, and street to street, leaving no neighbourhood unexplored as they continue a large-scale casting hunt to find homeowners.

New episodes are presently airing Thursdays at 9pm on the W Network. Please visit wnetwork.com/allfornothing for a complete show schedule.

About Mountain Road Productions Ltd.

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 Her Report.

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Homeowners can get more details by visiting the Mountain Road website, under the “**Casting**” tab at www.mountainroad.ca or by emailing Sonja Osberg at 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 high-resolution images, please visit our website at www.mountainroad.ca and visit the “***All For Nothing?***” page under the “Portfolio” tab.

For more information please contact:



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