

## KUPPERSMITH PROJECT FACT SHEET

### THE HOME

The Koppersmith home, so named for the family that lived for there for nearly 50 years, was built in 1926 and is located on a large lot in Mobile, Alabama. Over the years, the American Tudor home has suffered some neglect and has had little updating over the years. It contains no insulation or central heat and air and has slight foundation issues. Still, the home is rich in character and located in one of the most popular areas of the city. Danny Lipford's "remaking" of this classic American home is the centerpiece of The Koppersmith Project.

### THE RENOVATION

The basic structure and character of the Koppersmith home will be preserved, with improvements that will include a master bedroom suite addition, large back porch, a breezeway leading to a new two-car garage, and renovated bathrooms and kitchen. Plus, the finished home will have all new windows, doors, roofing, and landscaping, energy-efficient appliances and a high-efficiency central air and heat unit. The interior will feature the work of *Better Homes and Gardens* Senior Interior Designer, Joseph Boehm. The addition will increase the size of the home from 2000 to 3000 square feet.

### THE PROJECT

Far from just a renovation, The Koppersmith Project is Danny's platform to show homeowners nationwide how to create a modern, low-maintenance home that incorporates practical green principles. It will also serve as the setting where Danny will address the Top 50 challenges everyday homeowners face. The Project's multi-media outreach includes:

Twitter and Facebook pages ([www.facebook.com/koppersmithproject](http://www.facebook.com/koppersmithproject), [www.twitter.com/koppersmith](http://www.twitter.com/koppersmith))

Dedicated website [www.koppersmithproject.com](http://www.koppersmithproject.com)

13 episodes on *Today's Homeowner with Danny Lipford* air February – April, 2011, and re-air June – August, 2011

A partnership with *Better Homes and Gardens* and *Renovation Style* magazines will provide extensive coverage of the project in fall 2011

Regular updates on Danny's syndicated radio show, *Homefront*