 

**Home Franchise Concepts Contact: For Immediate Release**

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**HOME FRANCHISE CONCEPTS PARTNERS WITH GEORGE TO THE RESCUE TO RENOVATE OLYMPIAN AMY VAN DYKEN-ROUEN’S HOME**

*Budget Blinds and Tailored Living Help Welcome Athlete Back Home Following ATV Accident*

**ORANGE, CA—(Oct. 14, 2014)** [Home Franchise Concepts (HFC),](http://www.homefranchiseconcepts.com) parent company of Budget Blinds® and Tailored Living®, is partnering with NBC’s [George to the Rescue](http://www.nbcnewyork.com/the-scene/real-estate/George-To-The-Rescue-Home-Renovation-LX-137496358.html) TV Show to transform the home of six-time Olympic gold medal winning swimmer, [Amy Van Dyken-Rouen](http://olympictalk.nbcsports.com/2014/08/14/amy-van-dyken-rouen-hospital-release-swimming-olympics/), who recently severed her spinal cord in an ATV accident leaving her paralyzed from the waist down. Home Franchise Concepts and its network of franchises, along with a valued manufacturing partner is donating new products and materials to upgrade Van Dyken-Rouen’s Scottsdale residence so that it meets her needs as she continues to recover. Budget Blinds, Tailored Living and the George to the Rescue team aim to have the renovations complete in time to welcome her home.

Budget Blinds is outfitting Van Dyken-Rouen’s dining room and family room with energy-efficient honeycomb shades and her master bedroom with roller shades. The new shades will be fully motorized so that Van Dyken-Rouen can open and close the window coverings in her primary living spaces with the touch of a button. In her bedroom, the roller shades will accompany her existing drapery to create an additional level of insulation and energy savings.

Tailored Living is outfitting Van Dyken-Rouen’s master bedroom closet by adding a combination of hang bars and wardrobe lifts at a convenient height making it easy for Amy to access her wardrobe. Tailored Living has also added elements that will speak to Van Dyken-Rouen’s passion for fashion including baskets, drawers, a lined jewelry drawer and custom shelf tower for handbags and shoes.

“We have a great history of being able to support national heroes including veterans, injured servicemen and women, and now Olympians,” said Chad Hallock, President and CEO of Home Franchise Concepts. “Every window treatment or closet that we donate allows us to give back to those who have given so selflessly. We all admire Amy’s courage and are honored to be able to give her something to support and celebrate her strength as she continues to inspire us.”

“On the show we witness amazing stories of courage and strength every day and Amy’s story is a powerful example of this,” says George Oliphant, host of George to the Rescue. “We’re proud to be able to transform Amy’s home into a place where she can continue to thrive alongside her family and friends and we couldn’t have done it without the support of companies like Home Franchise Concepts.”

Van Dyken-Rouen’s home renovation will appear on the 2014 season airing on NBC starting the weekend of Oct. 18, check your local listings. The George to the Rescue crew partnered with The [Meredith Vieira Show](http://meredithvieirashow.com/when-to-watch/) to reveal the remodel to Van Dyken-Rouen [on-air](http://www.nbcnewyork.com/on-air/as-seen-on/George-Surprises-Amy-Van-Dyken-Rouen-274639301.html) during an interview on Sept. 10.

Home Franchise Concepts would like to thank its manufacturing partner, Custom Brands Group for donating the motorized window coverings. It would also like to recognize its franchisees [Gloria Guillermo](http://www.budgetblinds.com/NorthScottsdale/) of Budget Blinds serving North Scottsdale and [Kevin Kinney](http://www.tailoredliving.com/Scottsdale/) of Tailored Living serving Scottsdale for volunteering their time and skills to design and install the custom window treatments and custom master closet.

For more information or to view episodes featuring Amy Van Dyken-Rouen’s home remodel please visit [this link](http://www.nbcnewyork.com/the-scene/real-estate/George-To-The-Rescue-Home-Renovation-LX-137496358.html). For more information about Home Franchise Concepts please visit: <http://www.homefranchiseconcepts.com>.

**About Budget Blinds**

Budget Blinds® was founded in 1992 and currently boasts over 900 franchise territories serving nearly 7,500 cities throughout the United States and Canada. The company offers customers a full line of quality window coverings including shutters, shades, blinds and draperies. It also provides free in-home consultations as well as measuring and installation services. Budget Blinds has been recognized as a leader in the franchise industry by organizations such as Entrepreneur, AllBusiness, Inc. and Franchise Business Review. With a strong vendor alliance program and growing product portfolio, Budget Blinds is the clear franchising leader in the multi-billion dollar window coverings market. For more information on Budget Blinds, visit [www.budgetblinds.com](http://www.budgetblinds.com). For franchise opportunities, please visit [www.budget-blinds-franchise.com](http://www.budget-blinds-franchise.com).

**About Tailored Living**

Tailored Living® featuring Premier Garage® proudly offers homeowners high quality organizational solutions for their garages, closets, pantries, family rooms, home offices and more through complimentary in-home consultations. The company also provides complete design, measuring and installation services adapted to each client’s specific needs. Tailored Living's industry experience, commitment to service, and wide breath of product offerings has allowed it to grow into the largest whole-home organization company in the nation. For more information on Tailored Living, please call (800) 519-6296 or visit [www.tailoredliving.com](http://www.tailoredliving.com). For franchise opportunities, visit [www.tailoredlivingfranchise.com](http://www.tailoredlivingfranchise.com). Connect with us on Facebook for behind the scenes photos and features by visiting [www.facebook.com/TailoredLiving](http://www.facebook.com/TailoredLiving).

**About George to the Rescue:**

Each week, Emmy® Award-Winning host George Oliphant teams up with design and construction experts to rescue a family or community in need of home improvements. From complete design updates to brand new kitchens and community centers, George to the Rescue fixes the homes of those in need. A spinoff of the successful Open House franchise, George to the Rescue has resonated with audiences across the country.  Episodes begin with the homeowners plea for help and the exciting moment when George and his team meet them for the first time to tell them they are about to be rescued. The makeover and renovation process is energetic and dramatic as the team deals with time issues, budget, and overcoming the inevitable hiccups of home improvement projects. In the end, there is nothing better than seeing the looks on the families faces when they step into their new space for the first time, and know that a community came together to come to their rescue.

George to the Rescue is produced by LX.TV, the lifestyle production arm of the NBC Owned Television Stations division of NBCUniversal.  The show airs on the 10 NBC-owned television stations: WNBC (New York), KNBC (Los Angeles), WMAQ (Chicago), WCAU (Philadelphia), KXAS (Dallas-Fort Worth), KNTV (San Francisco Bay Area), WRC (Washington, D.C.), WTVJ (South Florida), KNSD (San Diego) and WVIT (Connecticut) as well as the NBC affiliate station in Boston. Check local listings for airtimes.

 Show segments will also appear on [www.nbcnewyork/georgetotherescue](http://www.nbcnewyork/georgetotherescue) as well as on NBC Owned Stations’ digital out-of-home properties, such as taxi cabs.  Viewers can also get show updates via Facebook at [http://www.facebook.com/georgetotherescue](http://www.facebook.com/georgetotherescue%20) and Twitter at @George2Rescue and @GeorgeOliphant.

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