



**HomeAid**  
Orange County

17744 Sky Park Circle, Suite 170  
Irvine, CA 92614  
www.homeaidoc.org

## PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact:  
Carolyn Baker  
HomeAid Orange County  
Office: 949.553.9510  
Cell: 714.469.9820

### **CRYSTAL COVE NEW SETTING FOR PROJECT PLAYHOUSE® AUCTION**

*Cindy and Ron McMackin Host HomeAid Orange County's 2010*

*Project Playhouse Auction Party*

IRVINE, Calif. (Sept. 17, 2010) – As the sun set over the ocean on Friday, Sept. 10, Cindy and Ron McMackin led a toast to welcome more than 250 guests to their Crystal Cove home and HomeAid Orange County's Newport New Moon - 2010 Project Playhouse Auction Party. Professional auctioneer, Chuck Dreyer, was emcee extraordinaire for the evening, leading the live auction of the six custom-made playhouses which have been on display at Irvine Spectrum Center®. The auction is the culmination of HomeAid's signature fundraiser Project Playhouse. The six week long event raised more than \$338,000 in support of HomeAid's mission to build and maintain dignified housing where homeless families and individuals can rebuild their lives.

Newport New Moon was presented by Bank of America and major sponsors Pan Pacific Plumbing & Mechanical and Metro Estates. Guests were entertained by the music of The Kalama Brothers while enjoying an exquisite seafood dinner catered by Annie Morgan of Backstage-A-Fare/Tastebuds Restaurant.

Guests gathered around the McMackin's luminous swimming pool as the program kicked-off with the beautiful and sophisticated synchronized swimmers – Aqualillies – a modern take on the classic Esther Williams 1950's era water ballet.

Dan Young, president of Irvine Community Development Company, spoke on behalf of The Irvine Company, which has been a major supporter of HomeAid Orange County for more than 20 years. Young praised HomeAid for its accomplishments of building 47 housing developments for 25 non-profit organizations serving homeless families and individuals.

-more-



**HomeAid**

Orange County Crystal Cove New Site for Project Playhouse Auction Party

Page 2

Young also introduced the premiere of the video – *Home Again* produced by Laguna Beach based WeedPatch Productions. Production executives Scott Hays and Roger Harvey led a team of dedicated artists, community members, students and business leaders who donated their time and resources to create a music documentary of HomeAid’s work in the community. *Home Again* showcases the musical talent of Los Angeles singer-songwriter John Batdorf and Orange County - based singer-songwriter Jason Feddy. Feddy preformed live his original song “Home Again” to an enthusiastic audience.

“Music shapes our lives and our world by unleashing our capacity for connection, compassion and cooperation. Our goal with *Home Again* was to engage the public’s sometimes silent or indifferent attitude toward those who are less fortunate,” says Hays.

Project Playhouse debuted in 1992 and has been hosted by The Irvine Company at Fashion Island for 17 years and moved successfully to Irvine Spectrum Center in 2009. In its 19 year history, Project Playhouse has raised more than \$6 million.

### **About HomeAid Orange County**

HomeAid Orange County is the founding chapter of a national non-profit organization with the mission to build dignified housing where homeless families and individuals can rebuild their lives. Founded in 1989 by the Orange County Chapter of the Building Industry Association of Southern California, HomeAid acts as the housing developer and liaison between service providers, community volunteers, builders and specialty contractors. To date, the organization has completed 47 housing developments that serve victims of domestic violence, pregnant homeless women, abused and abandoned children, homeless adults living with HIV/AIDS and homeless families. [www.homeaidoc.org](http://www.homeaidoc.org)

###