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FOR INFORMATION CALL

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Ald. José G. Pérez
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Former city-owned home to be featured on new Milwaukee-based HGTV show

A new HGTV reality show will air its pilot episode this weekend featuring the renovation of a home in the 12th Aldermanic District that was once owned by the City of Milwaukee, and the success of the episode could determine whether the show gets picked up as a regular program.

According to Alderman José G. Pérez, the pilot “My Flippin’ Friends” will air on HGTV at 11 a.m. on Sunday, April 2. He said the program follows five friends who work together to buy and flip houses in Milwaukee.

Promotional material for the show states: “Combining expertise in real estate, construction and DIY design, this tight-knit group revitalizes their city by transforming abandoned, blighted properties into stylish showcase homes.”

Alderman Pérez said he thinks the show is positive and could inspire others in Milwaukee to work to restore homes and thereby help strengthen neighborhoods. “I’m not going to give away much information about the first episode, but the house featured in my district was once a city-owned foreclosed home in pretty rough shape,” he said.

“The home gets a major positive makeover, and the process of transforming it is what I believe will draw in viewers,” Alderman Pérez said. “And it’s a win-win for Milwaukee.”

The five friends featured on the new show are Mike Styke, Alan Damato, Jenni Radosevich, Mallory Davis, and Benji Bernhard.