

Wildfire to Light Up Extreme Makeover: Home Edition

LOS ANGELES, Calif. – Oct. 4 (SEND2PRESS NEWSWIRE) – Wildfire, Inc. of Los Angeles, known for providing UV effects and materials to the entertainment industry for 17 years, will be joining the set of “Extreme Makeover: Home Edition” in an episode to be aired Sunday, October 15 at 8/9 pm CST.



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Wildfire manufactures high output UV lighting fixtures (also known as black lights) for entertainment applications, and also provides a whole line of UV sensitive materials such as acrylic paint, water-dye, screen ink, makeup, and other materials.

John Berardi, vice president of Wildfire, commented, “When Extreme Makeover called and asked us about contributing to the show, I was pretty excited. I’ve always enjoyed the show and I think it’s great to have the opportunity to participate in such a positive change in someone’s life.”

Wildfire has a list of credits in the thousands, and has provided materials and creative guidance for other recent television shows such as CSI, 24, The Cell, House, For Love or Money, and Without a Trace. In addition to TV shows, Wildfire creates immersive UV effects featuring day-night transitions, invisible images, dual images, and 3D effects for films, live shows, casinos,

night clubs, entertainment centers, theme parks, bowling centers, and themed architectural environments around the world.

More information about Wildfire's UV lights, UV sensitive materials, and scenic services can be found on their website at www.wildfirefx.com.

"Extreme Makeover: Home Edition," which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), will enter its 4th season on ABC. The program is produced by Endemol USA, a division of Endemol Holding. Denise Cramsey is the executive producer; and David Goldberg is the president of Endemol USA.

For additional information visit www.wildfirefx.com.

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