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Today's Homeowner Brand Launches New "Checking In With Chelsea" Web Show July 5th!

MOBILE, ALABAMA (June 17, 2014) –The *Today's Homeowner with Danny Lipford* Brand will launch its first web-only monthly show *Checking In With Chelsea* on July 5th. Starring Danny Lipford's eldest daughter, Chelsea Lipford Wolf, the series will run on TodaysHomeowner.com and the *Today's Homeowner* YouTube Channel.

"With Chelsea's premier in our First Time Homeowner Series in 2012, she has become an essential and exciting part of our *Today's Homeowner* team," Lipford said. "The response to her presence on the show is phenomenal, and with more and more clients interested in reaching the young home enthusiasts that Chelsea represents, I'm thrilled she is stepping up her role at *Today's Homeowner* with her own web show."

Each *Checking In With Chelsea* episode will range from 6 to 10 minutes and include projects from simple household repairs to innovative Pinterest-style projects. Chelsea's new web page, www.todayshomeowner.com/chelsea, goes live on July 1st and will feature her web show, her blog, how-to videos, and more information on *Checking In With Chelsea*. The page will also showcase Chelsea and the six episodes of the First Time Homeowner Series, which ran on the *Today's Homeowner* TV show in 2012.

"It's been great learning from Dad over the years, and I'm looking forward to sharing that knowledge and bringing my own passion for home improvement to *Checking In With Chelsea* each month," Chelsea said.

The *Today's Homeowner* brand includes Danny Lipford's Emmy-nominated television show, airing on over 211 stations across the country and reaching 1.4 million viewers each week, his weekly syndicated radio show, *Today's Homeowner with Danny Lipford*, airing on 115 stations across the U.S., and the website, www.todayshomeowner.com. Lipford is one of the most respected and sought-after experts in the home improvement industry. He has made over 160 television appearances on shows such as *Rachael Ray*, *LIVE with Regis & Kelly*, *CNN's Your Bottom Line*, *The Early Show* and *This Morning* on CBS and is a regular on Fox Business Channel's *The Willis Report*. Lipford has been the home improvement expert for The Weather Channel for over a decade. He is also a longtime contributor to *Better Homes & Gardens* Magazine and BHG.com and hundreds of other popular magazines and websites.

To find out more about *Checking In With Chelsea* or *Today's Homeowner with Danny Lipford*, contact Tiffany Burnett, Director of Marketing/PR, at (251) 348-2568 or tiffany@dannylipford.com.

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