

NEWS RELEASE

For Immediate Release

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Learn from the Diva Herself

Discovery Home Channel's Toolbelt Diva brings home improvement knowledge to the Tulsa House Beautiful Show September 5-7

TULSA – The number of women getting handy around the house is on the rise. According to *Consumer Affairs*, women represent 44 percent of “do-it-yourselfers.” And one of the women leading the charge is Norma Vally, host of the Discovery Home Channel's Emmy-nominated show *Toolbelt Diva*. The Toolbelt Diva helps empower women to tackle their own home improvement projects. Vally will offer quick and easy home improvement tips at The Tulsa House Beautiful Show, coming to the QuikTrip Center in Expo Square September 5-7.

Vally will have advice for everyone – men and women – to help them tackle a variety of home improvement projects. Using a combination of wit, sex appeal and serious construction and renovation experience, Vally's presentation will teach tips for tackling some of the most common home improvement dilemmas.

In her “Top 10 Diva Do's and Don'ts,” she warns women against relying too much on upper body strength. For example, women can gain leverage by extending the length of a wrench—thus requiring less brute strength—by adding a long piece of metal pipe over the wrench's handle. “It's all about working smarter not harder,” Vally said.

Vally said people often complain about not having enough storage room in their home. During one of her presentations, Vally will show you how to create more storage space in your house by building shelves out of simple, inexpensive materials such as PVC pipe.

“It's much less expensive to build it yourself than to buy storage units,” Vally said. “It's definitely a way to save money.”

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Although Vally always enjoyed helping her dad fix things around the house when she was younger, she started really getting her hands dirty 10 years ago when she bought a 100 year-old house that needed some work. Vally decided to take matters into her own hands, climbed a ladder and began repairing the ceiling that was falling down piece by piece.

“I figured I couldn’t make it any worse than it already was,” Vally said.

Vally spent four seasons hosting *Toolbelt Diva* in which she helped women homeowners tackle projects they thought they couldn’t do on their own.

Vally has appeared on national news and talk shows including the Today Show, NBC Nightly News, The Weather Channel, CNN, Fox & Friends and MSNBC. Vally is also the author of *Chix Can Fix: 100 Home-Improvement Projects and True Tales from the Diva of Do-It-Yourself*. Vally has a new book series coming out next year that will focus on kitchen and bathroom renovations.

Presented by *The Journal Record*, the **Tulsa House Beautiful Show** is a three-day event September 5-7 that will showcase terrific ideas, unparalleled expert advice, top-quality products and first-rate services for home improvement projects. The Tulsa House Beautiful Show is an exceptional opportunity to shop, compare, save and get expert advice on hundreds of quality products and services on home remodeling, redecorating, landscaping and fine home living. Admission is \$8 for adults, \$2 for children ages 6-12 and free for children 5 and under. Discount coupons are available at participating Tulsa metro area QuikTrips. Show hours are Friday 2 to 9 p.m., Saturday 10 a.m. to 9 p.m. and Sunday 11 a.m. to 6 p.m. For more information about the event, visit the web site at www.tulсахomeshow.com or call (405) 278-2812.

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Editor’s Note: If you would like more information, high resolution photos or to set up an interview with any of the exhibitors, designers or Norma Vally, please contact Anglin Public Relations at (405) 840-4222.