

FOR IMMEDIATE RELEASE:

HGTV'S My First Place Chooses Local Experts for Portland Series

Portland, OR - February 2010 - National TV is spotlighting the Portland Metro Area and local home experts on HGTV's My First Place, which started airing earlier this month. Along with real estate agents and first-time homebuyers from the area, the show has chosen local designer Lora Coburn of CoCo Designs to create colorful and fun spaces for each home.

Portland has seen a recent increase in television and movie production, largely due to its moderate climate and low costs. With this rise in demand has come a need for more local help, stimulating the economy and promoting the city and its citizens on a national level.

"It's wonderful that My First Place uses local designers for the show," explains Coburn. "Instead of flying people in from out of state, they focus on the resources and characteristics unique to each community, from the houses on the market to the people who make them distinctly Portland."

My First Place filmed in the area throughout 2009 and the first shows started airing the beginning of February. The television series will showcase numerous spot locations and neighborhoods Portlanders love and recognize.

About My First Place

My First Place follows a set of first-time buyers and their realtor along the stress-filled, yet exciting, search for the perfect home. Get the latest info on financing in a down market, plus proven know-how straight from the real estate professionals.

About CoCo Designs

CoCo Designs focuses on creating colorful spaces that are both fabulous and functional, specializing in design planning, color consultation, accessorizing and home organization. Lora Coburn started the company in 2007 and has been helping Portland home and commercial properties since. She is currently working on a large office space in the NW Industrial area and working with local homeowners. Lora can also be seen giving design advice on an episode of KOIN's Keep It Local from January 2010.

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