

# St. Jude Dream Home® Giveaway

Coachella Valley Update | September 2020

## Photo of the Month



GHA Companies is ready to build this year's home! Our official kickoff for the Coachella Valley St. Jude Dream Home Giveaway happened with our Ground Breaking Ceremony and our local event sponsors: KESQ News Channel 3, Telemundo 15, La Poderosa 96.7 FM, GHA Companies, The Warburton, and Fortem Financial. This year the home is located at the Genesis community in Palm Desert.



## Key Campaign Dates

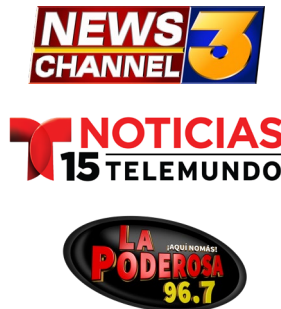
**Tickets on Sale:** January 5, 2021  
**Early Bird Prize:** January 29, 2021  
**Sneak Peek:** February 4, 2021  
**Grand Opening:** February 6, 2021  
**Bonus Prize:** February 19, 2021  
**Giveaway date:** March 9, 2021

### Sponsor Spotlight



We are excited to welcome back our builder **GHA Companies** for the second annual Coachella Valley St. Jude Dream Home Giveaway. GHA is already working with their trade partners to get labor and product donations to build the house at the lowest cost possible. Thank you GHA for all you do for St. Jude and your community.

### Marketing Matters



Thank you **Gulf California Broadcasting** for sharing coverage of the ground breaking ceremony at the St. Jude Dream Home lot. Our first day of media coverage included interviews and photos that aired on KESQ News Channel 3, Telemundo 15 and La Poderosa 96.7 FM which created over 300 sign ups that day of interested ticket buyers. To date we have over 1,300 interest sign ups!

### Mission Moment



Actor Patrick Warburton and his wife Cathy are longtime St. Jude supporters, raising more than \$15 million through the annual **Warburton** event. Patrick and Cathy's history of volunteering and support of St. Jude is inspiring. We appreciate Patrick and Cathy for making St. Jude their charity of choice.

[dreamhome.org](http://dreamhome.org)