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Evo Condo Construction Workers Star in National Geographic Channel's "L.A. Hard Hats" Documentary

New Series about the Nuts and Bolts of Building an Eco-Friendly High-Rise Debuts August 3

LOS ANGELES, Calif. (July 8, 2008) – Think you've got a tough job?

Try carrying and setting 7 million pounds of steel, pouring 94 million pounds of concrete, installing over 170,000 feet of plumbing and running two million feet of high-voltage power lines through a 23-story skyscraper in downtown Los Angeles. And, do it under a daunting deadline with the clock ticking at \$10 a second.

"L.A. Hard Hats," a six-part series debuting on the National Geographic Channel (NGC) on August 3, will tip a shiny hard hat to The South Group's "cast" of hundreds of ironworkers, electricians, plumbers, concrete workers and other blue collar heroes who toiled in often risky and difficult situations to build Evo – Los Angeles' all-new, all-green luxury residential high-rise nearing completion in downtown's burgeoning South Park neighborhood.

Filmed over a two-year period during Evo's entire construction timeline, each of the first five one-hour episodes follows construction, from start to finish, from the point of view of different tradesmen. The aptly titled episodes include "Rodbusters" (ironworkers), "Mud Men" (concrete crews), "Pipe Pullers" (plumbers, HVAC crews), "Sparkies" (electricians), and "House of Glass" (glass, aluminum exterior installers).

The series ventures into the complex high-tech world of large-scale construction and showcases, up-close and personal, many of the highly skilled – and sometimes colorful – craftsmen involved in Evo's construction.

The series finale, "Race to the Finish," captures a dozen different subcontractors as they race to finish Evo in time for the grand opening (September 2008); it also features a first-time buyer's tour of the newly finished condos.

Viewers will get an exclusive behind-the-scenes look at the pressures, rivalries, setbacks, challenges (from rough winds and equipment malfunctions to crew walk-outs) and triumphs the crews experience as they translate paper specs and blueprints to real-time logistics and real-life daily work. They'll also learn the tricks of the trade and discover the structural and engineering know-how it took for a modern-day marvel like Evo to be built to the world's toughest earthquake and fire safety codes.

“L.A. Hard Hats” premieres on Sunday, August 3, 2008 on NGC, with two back-to-back episodes at 9 p.m. ET/PT and 10 p.m. ET/PT, then airs regularly Monday nights for four weeks beginning August 4 at 10 p.m. ET/PT.

About Evo:

Evo is the latest luxury addition to The South Collection – L.A.’s first and only sustainable high-rise community, consisting of a trio of residences, including Luma and Elleven; both fully occupied and LEED (Leadership in Energy and Environmental Design) Gold certified by the U.S. Green Building Council. Evo is expected to be awarded a LEED Silver certification.

Evo’s 311 fully-appointed residences (floor plans range from 730 to 3,500 square feet), feature high-end amenities and rich refined finishes such as natural hardwood floors and wood cabinetry, stainless steel appliances, designer countertops/fixtures, 11-foot ceilings, expansive operable windows, decks, Juliet balconies, walk-in closets, WiFi in common areas, five levels of secured parking and a 24-hour attendant. There’s also a private 6th floor pool terrace and exclusive “Two-Forty” lounge high atop the 23rd floor with a viewing deck and state-of-the-art fitness center.

Evo stands tall in the center of a bustling new 24/7 neighborhood and pedestrian-friendly streetscape, just two blocks away from the energy and excitement of STAPLES Center, LA Live and Nokia Theatre.

For more information, visit the Evo Sales Center at 408 W. 11th St. call (213) 622-5400 or visit www.evo-south.com, www.southcollection.com.

About L.A. Hard Hats:

From the producers of the shows “Deadliest Catch” and “Ice Road Truckers”, “L.A. Hard Hats” is produced by Original Productions for the National Geographic Channel. For Original Productions, executive producer is Thom Beers, co-executive producer is Philip David Segal, and series producer is Dan Jackson. For the National Geographic Channel, executive producer is Char Serwa, senior VP of special programming is Michael Cascio and executive VP of content is Steve Burns.

Based at the National Geographic Society headquarters in Washington, D.C., the National Geographic Channel (NGC) is a joint venture between National Geographic Ventures and Fox Cable Networks. NGC has carriage with all of the nation’s major cable and satellite television providers, making it currently available to nearly 68 million homes. For more information, visit www.natgeotv.com.

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