



BUILDER/DESIGNER JASMINE ROTH TAKES HOUSES FROM BLAND TO BEAUTIFUL IN NEW HGTV HOME RENO SERIES 'HIDDEN POTENTIAL'

New York [April 24, 2018] Builder and designer Jasmine Roth infuses generic suburban homes with a shot of personality in a new HGTV home renovation series, ***Hidden Potential***, premiering Tuesday, May 15, at 10 p.m. ET/PT. In the 13 half-hour episodes, Jasmine—who is known for her hands-on approach—gives boring houses in suburban Southern California a custom revamp and creates gorgeous dream homes that have personalized layouts and standout amenities. After spending her youth building furniture and playhouses in her dad's garage, she now brings that love of design to every unique renovation, incorporating cozy touches, functional space planning and a light, bright aesthetic.

"There are so many reasons to love suburban living," said Jasmine. "But, sometimes, all the homes look identical. I'm on a mission to take these homes from cookie cutter to custom made."

In the premiere episode, Jasmine will add show-stopping "wow factor" to a client's builder-basic home. To spruce up the home's exterior, Jasmine will add stone accents around the garage door, a new bright front door and a covered patio with custom shade sails and a swing big enough for the entire family. Inside the house, she'll reimagine the kitchen layout to maximize space and allow for a large island, turn the fireplace into a focal point with stone and a rustic wood mantle, and build a beautiful yet practical storage wall in the main living space.

Throughout the season, fans can visit hgtv.com/HiddenPotential for photo galleries and exclusive videos including an interview with Jasmine and her DIY tips for upgrading the home. Viewers also can interact on social media using [#HiddenPotential](https://twitter.com/HiddenPotential).

ABOUT HGTV

HGTV delivers the superstar experts, fascinating families, compelling renovations and stunning transformations that make all things home fun. America's favorite way to get entertaining, relatable and inspirational home and lifestyle content, HGTV offers: a top 10 cable network that is distributed to more than 90 million U.S. households; a website, HGTV.com, that attracts an average of 9.7 million people each month; a social footprint of 16.8 million; HGTV Magazine, a monthly publication that reaches more than one million readers and exclusive collections of home-oriented products through the HGTV HOME™ consumer products line. Viewers can become fans of HGTV and interact with other home improvement enthusiasts through [Facebook](https://www.facebook.com/hgtv), [Twitter](https://twitter.com/hgtv), [Pinterest](https://www.pinterest.com/hgtv) and [Instagram](https://www.instagram.com/hgtv). HGTV is owned by Discovery, Inc., a global leader in real life entertainment whose portfolio also includes Discovery Channel, Food Network, TLC, Investigation Discovery, and OWN: Oprah Winfrey Network.

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