



**DETROIT NEIGHBORHOODS GET A BOOST IN THE NEW HGTV SERIES  
'BARGAIN BLOCK' PREMIERING WEDNESDAY, APRIL 14, AT 9 PM ET/PT**

**New York [March 17, 2021]** Home renovation experts [Keith Bynum](#) and [Evan Thomas](#) fulfill their dream of restoring Motor City's iconic American neighborhoods one house at a time in the new series ***Bargain Block***, premiering Wednesday, April 14, at 9 p.m. ET/PT on HGTV. With help from their friend—lifetime Detroit resident and real estate expert [Shea Hicks-Whitfield](#)—the couple buys as many rundown and abandoned houses as they can on a single block and then renovates them to make them appealing, yet affordable enough for buyers within the community. While working on each of the under-renovation properties, Keith, a designer, and Evan, a builder and carpenter, strip them to the studs to create affordable, stylish, fully furnished starter homes that are ideal for first-time homebuyers. As champions of the mantra, “everyone deserves good design,” the duo infuses each renovation with artful and surprising aesthetics that uplift the rehabbed home and serve as an inspiration for other houses and homeowners on the block.

“I love Detroit because it actually feels like you can make a difference here,” said Keith. “There’s a sense of pride and urgency. We’re all in this together and we’re trying to build the best community that we can. And I love that.”

“In order to keep our costs down, we basically do everything ourselves, even the gross grunt work,” said Evan. “The first renos on a new block are a huge financial risk. Until we build up some comps at top dollar, we need to really be careful with our budget.”

In the season’s first episode, Shea hosts an open house for Keith and Evan’s first overhauled property on the neighborhood block, while the pair starts their next renovation a few doors down. Keith and Evan fully restore a dilapidated two-bedroom property into a stunning home with a modern theme that features warm colors, cozy furnishings and a huge main bedroom. Next, they reno a dark, dated three-bedroom house, giving it a mid-century vibe with colorful art and bold lighting on a shoestring budget.

“Keith and Evan are committed not only to renovating homes but to upgrading entire neighborhoods in the city that I love,” said Shea. “It’s a pleasure to support any effort to make owning a beautiful, custom and affordable home a reality for residents of Detroit.”

Fans can find more information about *Bargain Block* on HGTV’s digital platforms. Exclusive photo galleries and behind-the-scenes content will be available at [HGTV.com](#), and each episode will launch the same day and time on HGTV GO beginning Wednesday, April 14, at 9 p.m. Fans also can follow @HGTV on [Facebook](#), [Twitter](#) and [Instagram](#) using #BargainBlock for additional show content and updates. Fans also can connect with Keith at [@keithbynum](#), Evan at [@ninedesignandhomes](#) and Shea at [@Shea.Whitfield](#) on Instagram.

**ABOUT HGTV**

HGTV delivers families with relatable stories, superstar real estate and renovation experts and amazing home transformations that inspire a passionate audience. For anyone seeking entertaining and aspirational home and lifestyle content, HGTV is the place to be. HGTV offers: a top 10 cable network

that is distributed to more than 86 million U.S. households; a website, [HGTV.com](http://HGTV.com), that attracts an average of 10.5 million people each month; a social footprint of 25.7 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](#), [Twitter](#), [Pinterest](#) and [Instagram](#). HGTV is owned by Discovery, Inc., a global leader in real life entertainment spanning 220 countries and territories, whose portfolio also includes Discovery Channel, Food Network, TLC, Investigation Discovery, Travel Channel, MotorTrend, Animal Planet, Science Channel, and the forthcoming multi-platform JV with Chip and Joanna Gaines, Magnolia, as well as OWN: Oprah Winfrey Network.

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