



MARKETING COMMUNICATIONS

PRESS RELEASE

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Greenspiration Home Hosts Lunch & Learn for Local Builders

Greensboro, NC – The Greenspiration Home hosted its first awareness event, a Builder Lunch & Learn on December 12, 2008, at the building site in the Pleasant Oaks subdivision in northwest Guilford County.

The Lunch & Learn, developed and organized by Greenspiration homeowner, Trish Holder, featured several informative presentations from a variety of green building industries including WaterFurnace, Broan-NuTone, and Solatube. With over 20 local builders present, the Lunch & Learn introduced area builders to sustainable building techniques by exposing them to real-world examples of green products. As builders gathered in the Greenspiration Home garage, factory representatives explained green building solutions including geothermal technology, whole house ventilation systems, central vacuum systems, humidity sensing fans, and solar and fluorescent lighting.

Builders also had the opportunity to tour the Greenspiration Home, which features a WaterFurnace geothermal heating and cooling system, a Broan-NuTone SmartSense whole house ventilation system, Kohler dual flush toilets and low flow water fixtures, an instantaneous water heater from Eemax, Inc., Energy Star® qualified lighting fixtures from Acuity Brands Brands™, a variety of other sustainable attributes.

“I thought it was extremely valuable to learn about the green products and then actually see them used in the home,” remarked Lunch & Learn attendee, Jill Spaeh of Spaeh

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Architecture+Environments. Ms. Spaeh was also the winner of the Broan-NuTone trash compactor which was raffled off during the event.

“I’m so glad someone in Greensboro is taking the initiative to build green,” said Betsy Blake, local business owner of Eco Everyday, who also attended the event. “The Greenspiration Home features a variety of products I didn’t even know existed.”

Representatives from the United Way were also present to take donations which entitled donors to a free pass to a series of open house events called **Nature Nuture Days** at the Greenspiration home this spring. 100% of the proceeds from these events (which will include numerous demonstrations, activities, and giveaways) will benefit local charities including United Way, Red Cross, Leukemia Society and Autism Society.

For more information about the Greenspiration home, please visit www.greenspirationhome.com.

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