



## FOR IMMEDIATE RELEASE

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### SHAKE OFF THE WINTER BLUES BY GOING "GREEN" AT RICHMOND'S PREMIER HOME AND GARDEN SHOW

*-Eco-friendly companies and speakers to be showcased at the MAC Events Home Show featuring the Maymont Flower & Garden Show-*

**Richmond, Va., (January 29, 2008)** – Looking to make your home eco-friendly, or learn more about environmentally-conscience home solutions? Look no further than the "**Green Zone**" at the MAC Events Home Show-Richmond featuring the Maymont Flower & Garden Show to be held at the Greater Richmond Convention Center from Thursday, February 21st through Sunday, February 24th. New to the show this year, the Green Zone will feature more than 20 eco-friendly companies displaying their products and services, and a lecture series of Green speakers.

According to the National Association of Home Builders, 10 percent of the housing market is expected to be Green by 2010. Richmonders will be able to learn more about Green home/building products at the show's Green Zone. Show attendees can meet experts, attend seminars and learn about the latest eco-friendly products and services such as solar power, soy insulation, flooring, countertops, paint, furniture, building materials and more.

Visitors can look forward to these exciting Green Zone companies and speakers:

### Speakers

**Anthony Brozna**, an award-winning furniture maker, founded ECO Supply Center in Richmond in 1995 as a family owned distributor of green building materials. The company continues to offer Brozna's elegant, heirloom-quality furniture as the Ecoline collection. Brozna will speak on ***Innovations in Green Building Materials***. Friday, February 22 at 7:00 pm and Saturday, February 23 at 6:00 pm

MyGreenCottage president/CEO **Susan Colwell** will be speaking on the ***Benefits of Building Green and How It Can Be Done Cheaper Than Traditional Building***. Colwell began as a regional custom home builder in Northern Virginia who was disappointed with the quality of most new home construction. She then started MyGreenCottage, incorporating the principles of organic, responsible living, volume-discount pricing, low overhead and lean construction practices to create affordable, high-performance, non-toxic structures. Today, MyGreenCottage builds eco-friendly homes and commercial structures all over the United States. Saturday, February 23 at 11:00 am

**Sally Fretwell** is an architectural psychologist and color consultant who, for 25 years, has used color, space and lighting to enliven living and work spaces for clients worldwide. Inspired by the positive reception of her third book, *The Power of Color*, she founded and runs Sally Fretwell Paint Colors, LLC which sells a unique line of custom made, environmentally friendly, no-VOC paint and paint colors. She will be speaking on ***How Color Can Change How Your***

**Home Feels and How to Implement Color Design.** Friday, February 22 at 1:00 pm and Saturday, February 23 at 12:00 noon

**Joe Lamp'I** is not only a gardening expert; he's a passionate educator, dedicated to sharing his knowledge of horticulture by providing resources to gardeners of all levels. Lamp'I hosted *Fresh From the Garden* on the DIY Network and is currently host of *GardenSMART* on PBS. He is the founder of The Joe Gardener® Company ([www.joegardener.com](http://www.joegardener.com)), an organization committed to helping people of all skill levels learn, create and grow beautiful gardens and landscapes and is launching his latest book, *The Green Gardener's Guide: Simple, Significant Actions to Protect & Preserve Our Planet*. He will be speaking on **The Eco-Friendly Garden**. Saturday, February 23 at 3:00 pm (Lamp'I also will be speaking on *The Best of the Must-Haves: The Coolest Garden Gear and Gadgets for 2008* at 3:30 pm on Friday, February 22 and 12:30 pm on Saturday, February 23.)

**Doug Lowe** is the owner/president of Artisan Construction, Inc., a firm that specializes in green residential and commercial construction projects. He is an Accredited Professional with the U.S. Green Building Council and a board member with the Virginia Sustainable Building Network. He is passionate about promoting green building and has won numerous awards for his efforts. His session **Green Your Home...Green Your Life!** will introduce consumers and professionals to the basics of green building ideas, techniques, materials and resources, focusing primarily on residential new homes and renovation concepts. Saturday, February 23 at 2:00 pm

**Paul Tukey** is a magazine publisher, TV host, best-selling author, public speaker and America's 2006 Gardening Communicator of the Year. Currently host of the HGTV show *People, Places & Plants*, Tukey is also the founder of SafeLawns.org and author of the best-selling book, *The Organic Lawn Care Manual*. At the show, he will be speaking on **Your Children, Your Pets and Your Lawn**. Friday, February 22 at 10:30 am and 2:00 pm

**Sylvia Hoehns Wright** is a landscape/garden designer and columnist specializing in eco strategies. Wright, in her speech **From Eco-weak to Eco-chic: Greening the Outdoor Room**, will share design strategies that respect an existing vista, preserving and enhancing its health. Wright advocates that plants should not simply be selected to provide contrast of structure, texture or color, but make eco contributions. Sunday, February 24 at 12:30 pm

## Companies

**Anchor Insulation Systems, LLC**, specializes in bio-based insulation solutions. The company's goal is to provide the highest energy efficient and eco-aware option in new home and commercial insulation builds and renovations. [www.va-ais.com](http://www.va-ais.com)

**All-Exteriors** is a complete exterior company based in the Richmond area that carries **CertainTeed** sustainable building products. CertainTeed products reduce builder's impact on the environment while meeting customer demand for beauty, comfort and performance. [www.certainteed.com](http://www.certainteed.com)

**Artisan Construction** has been building homes in the Charlottesville-Albemarle area since the late 80's. The company is a full-service general contracting firm involved with both commercial and residential projects, with special interest in Green Building. [www.artisaninc.com](http://www.artisaninc.com)

**Aqua Systems** provides, installs and maintains point-of-use bottleless water coolers—the Green alternative to bottled water delivery. The drinking water systems produce pure great-tasting water using a nine stage filtration process through reverse osmosis. At the show, the company will also introduce a cutting edge air to water cooler. [www.officewater.net](http://www.officewater.net)

**City Space Construction** is a general contracting firm that believes good construction practices can also be environmentally conscience decisions. The company's goal is build green whenever possible, and lessen the impact that construction has on the community. [www.richmondcityspace.com](http://www.richmondcityspace.com)

**Conservation Strategies Corporation (CSC)** is a wholly owned subsidiary of ElderHomes Corporation—a regional nonprofit community development corporation. CSC specializes in the distribution of insulation and other quality brand name weatherization and home energy saving products. [www.conservationstrategies.com](http://www.conservationstrategies.com)

**Eco Supply Center**, founded by award-winning furniture designer Anthony Brozna and based in Richmond, stocks a variety of green building supplies for commercial and residential interiors and carries an eco-friendly furniture line. [www.ecosupplycenter.com](http://www.ecosupplycenter.com)

**Felice Decks, Inc.** carries Trex decking and railing products, which are made from a unique combination of reclaimed wood and plastic. Eco-friendly Trex is made primarily with recycled plastic grocery bags, reclaimed pallet wrap and waste wood. [www.trex.com](http://www.trex.com)

**Lifelong Coatings of America**, the largest textured coatings manufacturer in the world, offers a complete line of decorative and protective high-build architectural coatings for commercial, industrial, transportation and residential applications, including Green products that reduce energy usage, and coating systems that last through 40 years of exposure. [www.texcote.com](http://www.texcote.com)

**Lot Scapes** is an environmentally friendly land clearing contractor located in Doswell, VA. The company shreds and mulches trees and brush on-site which reduces cost, eliminates the hassle of hauling away or burning debris and is good for the planet. [www.lotscapes.com](http://www.lotscapes.com) or [www.weeattrees.com](http://www.weeattrees.com)

**MethodORG** is an authorized dealer of ORG home solutions and earth-friendly EcoElements™ panels. ORG panels are the basic products used to build organization systems for closets, the kitchen, home office, pantry, laundry room and garage. [www.orghomesolutions.com](http://www.orghomesolutions.com)

**My Green Cottage** is a groundbreaking, eco-friendly custom design/build firm. The company can build any style, any size, anywhere for the same or less than the cost to build a typical custom home. From site evaluation to building products, MyGreenCottage does it all. [www.mygreencottage.com](http://www.mygreencottage.com)

**Cindy Bennett** is a **RE/Max** real estate broker with expertise in the Metro Richmond market. She is also a source of information for those who want to make their homes more energy efficient and eco-friendly, and generally live a "greener" lifestyle, all without sacrifice. [www.cindybennett.net](http://www.cindybennett.net)

**Solar Union** is associated with Citizenre, a new company with an exciting mission of bringing solar electricity to homeowners by providing them with a custom designed solar system at an affordable monthly rental rate based on their present electric bill. [www.solarunion.net](http://www.solarunion.net)

**Solar Services** has been installing/servicing solar equipment for 21 years. The company's systems are in use in thousands of homes and businesses providing heating, hot water, warming swimming pools or generating electricity. [www.solarservices.com](http://www.solarservices.com)

**Sally Fretwell** of **Sally Fretwell Designs** knows that color can change how you live and feel in your home or place of business. Sally's eco-friendly "Natural Classics" paints are available at several Virginia locations and through her online store. [www.sallyfretwell.com](http://www.sallyfretwell.com)

**Shaklee** is a leading provider of premium quality, natural, environmentally friendly nutrition, personal care, and household products. The Shaklee brand is synonymous with high quality and efficacy. <http://www.shaklee.net/freesabird/products>

**Solar Lighting of Virginia** will feature **Solatube** tubular skylights and Solarstar solar powered attic fans at the show. Enhancements to the product line allow customers to customize the look and/or color/temperature of the light from the Solatube. [www.solatube.com](http://www.solatube.com) or [www.solarlightingva.com](http://www.solarlightingva.com)

**TF System® - The Vertical ICF, Inc.** is a manufacturer and distributor of Insulated Concrete Forms, with a patented "plank & rail" system. The company's environmentally friendly products offer high thermal value in addition to design flexibility, structural strength and superior sound proofing. [www.tfsystem.com](http://www.tfsystem.com)

**The Green Alcove/Monkey Business** is an independent business located in Richmond, VA that offers eco-friendly home accessories, gifts, artwork and lifestyle items at The Shops at 5807 on Patterson Avenue.

**Town & Country Mechanical** is a full-service energy provider in the Richmond area specializing in installation/maintenance/repair of heating, ventilation, air conditioning and refrigeration equipment, offering many Green energy solutions. [www.townandcountrymechanical.com](http://www.townandcountrymechanical.com)

**United Solar Film** specializes in solar controlled window films for residential, commercial and automotive. The films blocks up to 99.9% UV rays and are backed by the American Skin Cancer Foundation. [www.unitedsolarfilms.com](http://www.unitedsolarfilms.com)

**Virginia Lime Works**, a family owned and operated business, started developing products that make a lasting difference to not only our "built" environment, but our general environment as well. The company is committed to "Better Building...Naturally." [www.virginalimeworks.com](http://www.virginalimeworks.com)

**Virginia Sustainable Building Work (VSBW)** is a statewide nonprofit organization that brings together representatives from diverse sectors who are interested in building healthy, energy-efficient, environmentally friendly buildings and sustainable communities in Virginia. [www.vsbw.org](http://www.vsbw.org)

*This is the first year that the MAC Events Home Show and the Maymont Flower & Garden Show will be combined in one location, on one ticket.* The event, the most comprehensive show of its kind in the region, will occupy all 178,000 square feet of the Convention Center with one half of the space dedicated to the Flower & Garden Show and the other open to the full-scale Home Show. For the latest information on the show including guest speakers, exhibitors and schedules, visit [www.macevents.com](http://www.macevents.com) or call 800-332-3976. Proceeds from the show benefit the nonprofit Maymont Foundation.

EDITORS: Media are welcome at the MAC Events Home Show-Richmond featuring the Maymont Flower & Garden Show. To arrange for coverage or art in advance, please contact Jack Quinn, MAC Events Media Communications at 800-332-3976 or [jack@macevents.com](mailto:jack@macevents.com). For coverage during the show, please ask for Denise Grega (804-314-5625) or Kenny Washington at the show office.

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### **About MAC Events**

MAC Events, L.L.C. has been producing high-quality business-to-consumer trade shows since 1966. The company, which is family owned and operated, has successfully introduced hundreds of thousands of businesses to interested consumers, helping to develop long-term relationships. Presently, MAC Events produces boat shows, recreational vehicle & camping shows, home & garden shows, and flower & garden shows in New Jersey, Virginia and Rhode Island and is the largest independent show promoter in the Northeast. The company also provides professional event management for organizations, associations and businesses in markets across the United States. With its Richmond Boat Show (January 11-13, 2008) and Home Show featuring the Maymont Flower and Garden Show, MAC Events is proud of its strong ties to the Richmond community.