



TRADITIONAL
HOME

**TRADITIONAL HOME PRESENTS THE 2009 CHARITYWORKS GREENHOUSE:
THE FIRST CARBON NEUTRAL SHOWHOUSE ON EAST COAST**

Showhouse Tours Open October 10-30

NEW YORK / MCLEAN, VA (September 17, 2009) – *Traditional Home* magazine is the national media sponsor of The CharityWorks GreenHouse, the first carbon neutral Showhouse on the east coast. Located in McLean, VA, The GreenHouse will run for three weeks from Saturday, October 10 until Friday, October 30, 2009, with a press preview day on Tuesday, October 6. Proceeds will benefit The Friendship Public Charter School in Washington, D.C., the McLean Project for the Arts, the Injured Marines Semper Fi Fund and the Intrepid Fallen Heroes Fund.

The CharityWorks GreenHouse features the eco-friendly vision of 19 acclaimed interior designers under the guidance of renowned designer, Barry Dixon. Designed by the Washington, D.C. architectural firm of Cunningham Quill, the CharityWorks GreenHouse was constructed by WEST*GROUP in collaboration with GreenSpur, Inc.

“There is more to a green house than unbleached linen and drab, neutral color schemes. We want to show the public that there is such a thing as *luxurious sustainable living*, utilizing the best of eco-friendly materials, products and services so people will start to look at living green in a whole new way,” said **Design Committee Chair Barry Dixon**. “The designers have transformed the GreenHouse into a visionary example of stylish, green design for the 21st century. It features exquisitely designed spaces filled with luxurious sustainable-friendly furnishings, fabrics and finishes.”

The GreenHouse, which includes a state-of-the-art geothermal system, was designed to qualify for the LEED Platinum certification. Based on the Energy Star yardstick, this house is more energy efficient than 99.99% of the homes built since 2000,” said **Mark Lowham, chairman of the CharityWorks GreenHouse Executive Committee**. “This project shows how efficient building design, innovative technology and a smart location can be combined to reduce or eliminate carbon emissions and gives families and children in our community a better chance at a sustainable future.”

“*Traditional Home* is thrilled to be the national media sponsor of this exciting and ground-breaking showhouse,” said **Editor in Chief Ann Maine**. “The GreenHouse celebrates sustainable luxury which is a cohesive theme throughout the pages of our magazine and benefits several worthy causes.”

The GreenHouse’s living spaces include an expansive great room with an open kitchen, a private library, and a retreat that can be used as a gym, spa or just a place to get away and relax. A first floor master bedroom suite plus three additional bedrooms make it a wonderful family home with ample room for guests. Office and study space, a wine cellar and a media room round out the approximately 4,000 square feet of sustainable and environmentally friendly space.

Some of the *green* elements showcased in the GreenHouse include: paneling made from 100% recycled wood fiber harvested from responsibly managed forests; gallery lighting powered 2.5 kw of photovoltaic solar panels; Siematic cabinets manufactured with sustainably harvested lumber under a zero-waste

mandate; countertops made of 75% recycled content composed of post-industrial or post-consumer materials; and Manila hemp wall covering made of natural fibers from rapidly renewable sources.

Additionally, there is a **virtual golf room** outfitted with a state-of-the-art high definition golf simulator—a dream come true for golfers who want to play 365 days a year whether the weather cooperates or not. Finally, the **retreat room** is an ideal place to unwind with a shower, wrapped in Forest Stewardship Council certified cedar and graced with a wall of river rock and a soothing recirculating waterfall. To make the spa experience completely guilt-free, hot water here and throughout the house is supplied by solar hot water panels located on the roof.

General admission tickets are \$25 per person online and \$30 per person at the door. Free parking and shuttle at **1320 Chain Bridge Road, McLean, Virginia.**

Showhouse Hours: **October 10-30, 2009:**

- **Tuesday - Friday:** 10:00 AM - 3:00 PM
- **Saturday:** 10:00 AM - 5:00 PM
- **Sunday:** 12:00 PM - 5:00 PM
- **Special Hours, Wednesday: October 21,** 10:00 AM- 1:00 PM

For more information regarding the CharityWorks GreenHouse and for a complete list of vendors, please visit www.charityworksgreenhouse.com.

About *Traditional Home*

Since 1989, *Traditional Home* has been a place where the familiar is renewed, rediscovered, and reborn. It is the single magazine that celebrates the pleasures of modern life through the prism of classic taste. Combining an appreciation for timeless beauty with a forward-looking spirit of adventure, *Traditional Home* was the first design and decorating publication to recognize the new face of tradition. Recently named one of the Most Notable Magazine Launches of the past 20 years by MIN magazine, *Traditional Home* has been the best-selling shelter magazine at newsstands for nine consecutive years and is the largest upscale shelter magazine in the country—reaching a remarkable 4.7 million readers.

About CharityWorks

CharityWorks is a unique member organization that has distributed more than \$10 million in grants over the past ten years to non-profit organizations in the Washington area. Each year one partner is selected to be the beneficiary of a yearlong series of fundraising and community service activities. These activities are carried out by nearly 150 volunteer member supported by an Advisory Board of distinguished entrepreneurs, executives, professionals and philanthropists.

Media Contacts:

Lindsey von Busch, *Traditional Home*, Lindsey575@aol.com, 732.284.9089

Linda Devillier, CharityWorks GreenHouse, ldevillier@devillier.com, 202.362.4429

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