



# Marketing & Media

**Current Media Partners:**

The *Vancouver Business Journal* will provide in-depth and continued media coverage throughout the project.

The *Oregonian* and *Columbian* newspapers will periodically cover the home progress and promote project events.

**Project Focus:**

Mainstream, Personal Choices, Budget, LEED Certification, Education & Awareness, Transferability to Remodeling and Retrofits, Local and Recycled Materials

**Anticipated Reach:**

The Mainstream Green House anticipates 3,000+ visitors during open house and educational events, with additional exposure generated through the following:

- Consistent branding of the Mainstream Green House project
- Blog – first-hand perspective from homeowner, Tim Leavitt
- Promotion of [www.mainstreamgreenhouse.org](http://www.mainstreamgreenhouse.org)
- Spot advertising in local print and online publications
- Partnership with the Building Industry Association and other local organizations
- On-site events tailored to educate the public in a hands-on setting (Opportunities for partners to present during educational events)
- Project promoted during industry trade shows and additional local events
- Public speaking engagements and presentations to promote the project
- Word-of-mouth advertising

**Open House & Education Topics (subject to change)**

July 2008	Eco-Charrette
October 2008	Ground-breaking/Kickoff ceremony Goals/highlights of project
December 2008	Mainstream Green – Anyone Can Build Green Building certifications/guidelines (retrofitting certifications) Budget, Incentives and Return On Investment (ROI) Building envelope and energy savings
February 2009	Personal Choices Carbon footprint, energy/water usage Green Living strategies
April 2009	Builders Weekend Certifications, incentives, reasons to build “green” Budget Considerations, Strategies & Resources Hands-on opportunity for the community
July 2009	Tours of completed home (2-3 weekends once home completed) Green Landscaping Interior Design & Product Selection Strategies Systems and Case Studies

Additional project information is available at [www.mainstreamgreenhouse.org](http://www.mainstreamgreenhouse.org)  
To reach Project Green Build call 360-635-2142