

**FOR IMMEDIATE RELEASE**

**Contacts:**

Katie Arena  
708.267.6745  
[katie@gabbiz.com](mailto:katie@gabbiz.com)

Deb Baldwin  
630.888.4106  
[deb.baldwin@comcast.net](mailto:deb.baldwin@comcast.net)

## **Reality tv show spotlights Chicago luxury homes that have “gone green”**

CHICAGO (May 2008) – Alex Pearsall, a homeowner in the Bucktown neighborhood of Chicago, doesn’t profess to be the greenest guy out there. “But when offered the choice between something green and something else, I’ll take the green,” he said. And that’s exactly what he’s done by including both solar thermal and geothermal systems in the 100-year-old, multi-unit building he’s converting into a 9,000 square-foot, single family living space.

Pearsall’s home is just one of many featured in the latest episode of ***Builders and Buyers***, “Greener Ways,” which focuses on a topic that’s on the mind of many homeowners: How can I make my home green?

For Shawna Hanson, the owner of the development company HousePlant, going green was the responsible thing to do. Her Wicker Park home, also featured in the episode, was the first single family residence to go through Chicago’s Green Permit Program.

Bamboo flooring, eco-friendly countertops, green roofs, rain water collection barrels, high-grade insulation and radiant heat floors are the type of green technologies found in homes like Pearsall’s and Hanson’s.

While these features may seem only accessible to luxury homeowners willing to pay top dollar, show participants all agree that going green can be affordable.

***Builders & Buyers*** has teamed up with The Home Depot to present the latest in eco-friendly products found under The Home Depot’s Eco Options brand. Products like the Freshaire Choice Paints with no Volatile Organic Compounds (VOCs) are inexpensive and accessible to all homeowners.  
[www.homedepot.com/ecooptions/](http://www.homedepot.com/ecooptions/)

To learn more about ***Builders & Buyers*** and to watch clips of the show, visit  
[www.buildersandbuyerstv.com](http://www.buildersandbuyerstv.com)

***Builders & Buyers***, a half-hour reality show produced by MyOptic Media, Inc., combines documentary-style footage with personal narratives that both inform and entertain viewers while following builders and buyers as they collaborate to design and build custom homes across Chicago and neighboring suburbs. All programs air throughout the month on Comcast Network Channel 100 in multiple time slots per week including Saturdays at 10 a.m. and Sundays at 9 p.m.