



IMMEDIATE RELEASE

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**FIRST OF ITS KIND, GREENARAMA TO DEBUTE IN CINCINNATI
Columbia Tusculum Site Selected for Green Home Showcase**

CINCINNATI, February 16, 2012 – [Greenarama](#), the first home show of its kind, will debut in Spring 2011 in Cincinnati. New home enthusiast and anyone interested in the latest in housing innovations that keep the planet healthy, will enjoy this unique blend of technology and style. The dates for Greenarama are June 17-19 and June 24-26.

The seven townhouse style green homes, plus one exhibit home are located in the [Columbia Tusculum](#) neighborhood of Cincinnati on [Strafer Street](#). Construction has begun from the underground up. Geo-thermal ports (X) feet deep have been drilled for the state of the art HVAC systems. Framing has begun on one house and others will follow shortly. The builders are available upon request to discuss this unique community.

The homes will showcase a wide variety of the latest green building products, utility systems and Energy Star appliances. They also feature fantastic views as well as proximity to local eateries, bike trails, easy downtown access, and more. All featured homes will be built pursuing LEED for Homes certification (Leadership in Energy and Environmental Design) as conferred by [U.S. Green Building Council](#).

Greenarama, presented by the City of Cincinnati, features homes built by the



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following local homebuilders, [AndrewJames Builders](#), [Black Diamond Construction](#), Carroll Custom [Builders](#), [Mann Daly Homes by Osterfeld Construction](#), [Pinnacle Custom Building Group](#) and [Somerset Custom Homes](#). The homes are on the leading edge of a nationwide shift in what homebuyers find desirable.

“The growing housing trend in the progressive cities around the country is a move away from country club style subdivision and toward walkable, urban communities,” says Jeff Olinger, President of Pinnacle Custom Building Group. “We are taking it a step further with the first show featuring a green, LEED certified, urban community.”

“The City’s 15 year property tax break for LEED-certified homes is driving Cincinnati’s new housing construction market right now, and the Greenarama show will be the poster child for the progressive Cincinnati tax policy creating green homes,” says Council Member Laure Quinlivan, Chair of the Mayor’s Green Steering Committee.

The Leed Certified homes in Greenarama are eligible for up to a 15 year, \$500,000.00 tax abatement. Homebuyers will also appreciate the savings that come from reduced energy costs.

“We wanted to dispel the myth that green means sacrificing style and quality or paying too much,” said Andrew Riffe, President of Greenarama 2011 and co-owner of Andrew James Builders. “The home costs are comparable in price to homes with the same level of finish but these homes will be extremely cost efficient when it come to utilities. Add to that the tax abatement and these homes are all outstanding investments.”

Greenarama is presented by the City of Cincinnati. Sponsors to date include Bounty Towels® Pella®, Dinsmore & Shohl LLP, Cincinnati Magazine, PNC Bank, Sibcy Cline, Realtors®, Bzak Landscaping, Forest Green, Greener Stock, and Nisbet Brower. Companies interested in joining the sponsorship ranks will find information on our website, [Greenarama.org](#). There is a sponsor link on the home page.

Proceeds from Greenarama will benefit the [Cincinnati Scholarship Foundation](#), (“CSF”). CSF administers college scholarships on behalf of local business, corporations, individuals and other area foundations. By reaching out to motivated and deserving students who have limited financial resources, CSF helps to provide the means to attend college and the opportunity to realize their dreams.



* Hi-res images available upon request

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