



For immediate release

ECOLOGY MEETS ECONOMY FOR ECOHOME BUYER

Alberta Ecotrust Ecohome wins the hearts of a young local couple

Calgary, AB, February 1, 2006

Out of three new homes a young Calgary couple were considering, the Alberta Ecotrust Ecohome in Lake Chapparral held special appeal for the new buyers. "We loved the layout and design right away," says Scott Warner, "then became really drawn to the ecological and economic features of the Ecohome. We liked the idea that we can save money by reducing energy costs and do something good for the environment."

Admittedly not searching for a "green" home, Scott and his wife Marcella were sold on several of the home's eco-features because they appeal to their lifestyle and pocketbook. "The natural landscaping using indigenous plants is low maintenance and saves on water. That was a big plus for us. I was also impressed with the on-demand water heater and high efficiency furnace," adds Warner.

A fundraiser for environmental grantmaker Alberta Ecotrust Foundation, the Ecohome was built in cooperation with SAIT Polytechnic and Jayman MasterBUILT™, with financial support from the Alberta Real Estate Foundation and many other sponsors. The proceeds will support the foundation's role in providing grants to non-profit groups across Alberta for environmental projects. Rated as one of the most energy efficient conventional homes in Canada with an EnerGuide rating of 85, the house has seen almost 2000 visitors at open houses and free workshops since it opened its doors at the end of September.

"We are thrilled at the success of this project," says Ecotrust executive director Pat Letizia. "From the beginning, we were confident that this home would appeal to any prospective new home buyer regardless of their environmental knowledge." Demonstrating that it is simple, healthy and affordable to be green, the foundation hopes that the Ecohome has helped people make the connection between the way they live and what it takes for positive environmental change. Concerned that most people don't think of making donations to environmental charities like Ecotrust or others, Letizia is confident that will change. "A healthy environment is important to most people and new solutions can start with simple choices like writing a cheque to an environmentally focused charitable organization such as Alberta Ecotrust or saving energy and conserving water in our homes. We all need to focus on starting somewhere that makes sense to us."

Alberta Ecotrust plans to expand the Ecohome project into other Alberta cities in years to come.

For more information about Alberta Ecotrust Foundation or the Ecohome go to www.albertaecotrust.com



Alberta Ecotrust Ecohome Sponsors:

- Alberta Real Estate Foundation
- Alberta Lottery Fund
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- The City of Calgary
- Environment Canada
- Alberta Association of Colleges and Technical Institutes together with Western Economic Diversification Canada
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- ...and many more

About Alberta Ecotrust Foundation

Unique in Canada, Alberta Ecotrust Foundation is a collaborative partnership between industry and environmental groups in Alberta. An important environmental funder in Alberta, Ecotrust has allocated almost \$4 million in grants to Alberta non-profit organizations since its inception in 1992.

Other photos available upon request:



Pat Letizia, Executive Director of Alberta Ecotrust with new Ecohome owners Scott Warner and Marcella Pesiri



Alberta Ecotrust Ecohome at 566 Chaparral Drive SE

For more information:

Pat Letizia
Alberta Ecotrust Foundation
Work: 403.209.2245
Cell: 403.554.2313
pletizia@albertaecotrust.com