

CONTACT: Sara Gutterman  
360-376-8859  
[sara@greenbuildermag.com](mailto:sara@greenbuildermag.com)

FOR IMMEDIATE RELEASE

**Green Builder® Media Announces  
VISION House® in INNOVENTIONS at Epcot®**

*Exhibit focuses on helping homeowners reduce their environmental impact*

**Seattle, WA, November 30, 2011** – [Green Builder Media](#), North America’s leading media company focused on sustainable living, recently announced its plans to construct the VISION House, a green home exhibit in [INNOVENTIONS](#) located in the heart of *Epcot®*.

Inspired by Green Builder Media’s [VISION House](#) demonstration home series, the experiential exhibit will highlight the major themes of whole-home automation, energy efficiency, water conservation, indoor environment quality, security, multi-generational design, and durability. Visitors will learn that each house is a set of interactive systems, and that proper management of those systems will maximize comfort and minimize operational costs.

“We founded Green Builder Media to create positive change in the world,” says Sara Gutterman, CEO of Green Builder Media. “We are thrilled to have the opportunity to work with [Disney](#) to demonstrate to homeowners that small behavioral modifications can make big differences in their environmental impact. Our goal with the VISION House in INNOVENTIONS at *Epcot®* is to deliver a powerful and inspiring message that makes sustainability personal—to help families ‘bring green home,’ literally and figuratively.”

INNOVENTIONS cast members will lead guests at VISION House through a guided tour, featuring building science fundamentals, integrated design elements, green products, and intelligent systems that enhance the home’s sustainability. Then, visitors will be directed into a post-show area, which will contain interactive kiosks that contain further information about sustainable living.

Throughout the exhibit, visitors will be encouraged to consider how they can reduce their personal impact on the planet, as well as changes they can implement in their own homes to make them more sustainable, healthier, safer, and more durable.

As guests tour the home, they will be educated on the latest in advanced products and technologies, including:

- Electronic vehicle charging station by [SIEMENS](#) (NYSE: SI)
- Chevy Volt electric vehicle by [GM](#) (NYSE: GM)
- High efficiency heating and cooling systems and controls by [Trane](#) and innovative whole-home automation system and door hardware by [Schlage](#), both brands of [Ingersoll Rand](#) (NYSE: IR)
- Durable and environmentally friendly exterior systems, including smog-eating tile roofs, cultured stone, bricks, permeable pavers, and trim by [Boral](#)
- Ventilation solutions to improve indoor air quality by [Panasonic](#) (NYSE: PC)
- Water-conserving fixtures, faucets, showerheads, and home standby generators by [KOHLER](#)
- ENERGY STAR certified home appliances by [Bosch](#)
- LED lighting solutions by [SYLVANIA](#)

In addition to the onsite exhibit, Green Builder Media will launch a comprehensive technology platform that will integrate advanced online, mobile, digital, and social media solutions to compliment and expand the onsite experience.

### **About Green Builder Media**

Green Builder® Media, LLC is the leading media company in North America focused on green building and sustainable living. With a comprehensive suite of print and digital media solutions, demonstration projects, case studies, online training, and live events, Green Builder Media assists building professionals in preparing themselves for the new green economy and helps homeowners understand how to live more sustainably. For more information about sponsorships, contact Sara Gutterman at [sara@greenbuildermag.com](mailto:sara@greenbuildermag.com). For more information about Green Builder Media, visit [www.greenbuildermag.com](http://www.greenbuildermag.com) or contact Heather Wallace at [heather@greenbuildermag.com](mailto:heather@greenbuildermag.com).

### **About INNOVENTIONS at Epcot®**

INNOVENTIONS is located in the heart of *Epcot*® at the *Walt Disney World*® Resort in Lake Buena Vista, Florida. Creativity and imagination abound as guests celebrate inspiration and the innovations that improve their lives and expand their horizons.

Hands-on, interactive exhibits allow children and adults to be immersed into ideas that inform, entertain and inspire. For more information about INNOVENTIONS, visit [www.innoventions.disney.com](http://www.innoventions.disney.com).