



HGTV.com

## HGTV TO LAUNCH NEW “GREEN” HOME GIVEAWAY IN SPRING 2008

KNOXVILLE, Tenn. [For Immediate Release--December 19, 2007] If your passion for your home is tinted “green,” then HGTV, the lifestyle network for all things home has a place for you: a custom built “green home,” located near miles of popular beaches and an eco-friendly golf course! HGTV is building its first “green” home in Tradition Hilton Head, a 5,300-acre master-planned community near the popular beach resort of Hilton Head Island, South Carolina. During the HGTV Green Home Giveaway 2008<sup>SM</sup>, from March 21-May 9, 2008, viewers can enter to win the home and prize packaged valued at approximately \$850,000. Fans can get their first on air tour of the home on the *HGTV Green Home 2008* special on Sunday, March 23, 2008 at 9:00 p.m. ET/PT.

The HGTV Green Home Giveaway will complement the 12<sup>th</sup> annual HGTV Dream Home Giveaway. "We are aware that many of our viewers are interested in hearing more about green lifestyles, said HGTV President Jim Samples. The HGTV Green Home Giveaway provides an excellent opportunity to showcase examples of affordable, accessible and eco-friendly approaches to living."

The HGTV Green Home is a traditionally styled, low-country cottage under construction near Hilton Head. At just over 2,000 square feet, the fully-furnished home includes three bedrooms and two and a half baths and features both construction and design elements that are known to contribute to an energy efficient, cleaner and even healthier living environment. Public tours of the home will be available in spring, 2008.

“Our involvement with the HGTV Green Home allows us to showcase our environmental commitment while demonstrating techniques people can use in their own homes to conserve natural resources,” said David Page, president of Tradition Hilton Head. “The HGTV Green Home is an important first step in our plans to build Tradition as a green community, a place where our builders are required to utilize green design and conservation elements will be incorporated throughout.”

The HGTV Green Home has been registered to receive a significant LEED (Leadership in Energy and Environmental Design) certification. [LEED for Homes](#), a voluntary rating system, is a project of the U.S. Green Building Council, which plans to launch a nationwide residential LEED certification program later this year.

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Jack Thomasson, the HGTV Green Home House Planner who has overseen construction of 11 out of the 12 HGTV Dream Homes says that today's construction materials and building practices provide many options for environmentally-friendly elements that can be incorporated into a home. "The HGTV Green Home is designed to demonstrate that you don't have to be extreme to be green," said Thomasson. "Through thoughtful design and selection of products, the HGTV Green Home uses the latest building technology and easily attainable materials to create a beautiful, comfortable home that provides affordable examples for an audience passionate about making eco-friendly lifestyle decisions."

The home will be decorated with eco-friendly products and materials by designer Linda Woodrum, well-known for her work on the past 11 HGTV Dream Homes. Online at HGTV Green Home Central, [HGTV.com/GreenHome](http://HGTV.com/GreenHome), viewers can learn about the materials and processes that make the home green, and follow the construction process or share their thoughts on the HGTV Green Home blog. Whether constructing a new home or remodeling a current one, they can pick up green-building advice plus Woodrum's tips for earth-friendly decorating. In addition, fans can take a 360 degree online tour of the home beginning Monday, March 3, 2008.

HGTV's sponsor partners who are participating in the HGTV Green Home Giveaway will be able to highlight their eco-friendly products for HGTV's loyal audience. Sponsors include: Shaw Industries, Inc., Sears, General Motors, SCJ, Kohler, Caesarstone and Rechargeable Battery Recycling Corporation.

### **About HGTV**

HGTV, America's leader in home and lifestyle programming, is distributed to more than 95 million U.S. households and is one of cable's top-rated networks. HGTV's website, [HGTV.com](http://HGTV.com) is the nation's leading online home and garden destination that attracts an average of 5.4 million unique visitors per month. HGTV owns 33 percent of HGTV Canada and provides much of the Canadian network's daily programming. The network's branded programming also can be seen in 124 territories across all seven continents and its selected programming is available to service men and women on board Navy ships and through American Forces Radio & Television Service (AFRTS) which services more than 1,000 outlets in over 175 countries. Headquartered in Knoxville, Tenn., with offices in Atlanta, Chicago, Dallas, Detroit, Los Angeles, Nashville and New York, HGTV is wholly owned by The E.W. Scripps Company (NYSE:SSP), which also operates Food Network, DIY Network, Fine Living and Great American Country.

### **About Tradition Hilton Head**

Nestled between the communities of Savannah, Ga. and Hilton Head Island, SC, Tradition Hilton Head is a 5,300-acre master-planned community unlike any other in the Lowcountry. Developed by Core Communities, Tradition Hilton Head provides the convenience and rewards of a total town living environment, featuring a variety of

neighborhoods and housing styles, shopping and dining in charming Village Square, a luxurious Fitness Center & Spa and the Tommy Fazio-designed Tradition National Golf Course. For more information, call (866) 459-1422 or visit [TraditionHH.com](http://TraditionHH.com).

**About Core Communities**

The award-winning developer of the St. Lucie West and Tradition communities in Florida, Core Communities' mission is to create and develop master-planned total-living community environments throughout the Southeastern United States. Its St. Lucie West community is today home to more than 7,500 residences and serves as the Spring Training home of the New York Mets. Tradition, Florida encompasses more than 8,300 acres and serves as a catalyst for job creation on the Florida Treasure Coast.

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