



APRIL 12, 2011  
MEDIA ADVISORY

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***4<sup>TH</sup> ANNUAL IDAHO GREEN EXPO OFFERS NO COST AND LOW  
COST WAYS TO LIVE A GREENER LIFESTYLE***

***“SUSTAINABILITY MAKES CENTS”***

BOISE, IDAHO – The fourth annual Idaho Green Expo, produced by GreenWorks Idaho comes back to Boise Centre May 14<sup>th</sup> and 15<sup>th</sup>.

Treasure Valley Non-Profit Groups, government agencies, public utilities, businesses and concerned citizens all join together to participate in the Expo and its educational workshops. The theme of this years Idaho Green Expo is “Sustainability Makes Cents” which focuses on low cost and no cost ways to save money on transportation, food, energy and much more.

This FREE event features over 120 exhibitors, 30 workshops and a variety of educational examples of sustainability that encourages “green” lifestyle choices in a fun and positive way. Here is a sample of the many areas to explore while at the Idaho Green Expo:

**Emerging Green Business Track** is dedicated to showcasing some of our local up-and-coming green businesses. These start-ups were able to participate in this year’s Idaho Green Expo thanks to a subsidy provide by D.L. Evans Bank.

**Green Film Festival** will be free for all Expo attendees. The Festival will consist mostly of short films on different topics of sustainability, as it pertains to areas such as local food, clean and renewable energy and even our consumption habits. These films will highlight the progress being made in these areas and will inspire us all to continue being a part of the "green movement". The film festival is produced in conjunction with Idaho Public Television.



**Green Schools = Energy Savings + Student Health.** Discover how over seven hundred K-12 schools in Idaho benefited from energy and indoor air quality audits. Representatives of the Office of Energy Resources will present their findings and announce the successes from the School Retrofit and Solar for Schools programs. Learn what your school can do to save energy and improve student health. The “Greening the Schools” component of Idaho Green Expo is brought to the community by U.S. Green Building Council – Idaho Chapter.

**The Eco-Kids Room** will provide a fun outing for the whole family. Booths will be staffed by organizations and individuals dedicated to connecting young people with the environment and our opportunities to sustain it. Create, learn, have fun and participate with all kinds of activities brought free to the community through the Boise Watershed, Foothills Learning Center, MK Nature Center, Natural Heroes, and the Re-USE market.

**Sustainability Makes Cents** is a display that focuses on simple, low-cost and sometimes no-cost things we can do as first steps to leading a more sustainable life. Some of these steps can even save you money! But all of them will help get us on the road to creating a greener Idaho for our children and ourselves.

**Backyard Barnyard:** On Saturday come discover the variety of critters that you can “put to work” in your own backyard! We will have displays of worms, city chickens, beehives and even grazing goats that eat weeds for a living. Talk to regular folks that raise animals for food and compost. Bring the kids along as this is a fun, interactive learning experience about raising animals and growing food within our city limits. Saturday, May 14<sup>th</sup> from 3pm to 8pm, beginning right after the Farmer’s Market.

**Sunday is Solar SUN Day** at the Idaho Green Expo! You’ll be amazed at all the devices our Sun can power - and we’re talking a lot more than just solar panels. From garbage cans to cars - come see a wide variety of the ways the Sun is already powering our lives. Sunday, May 15<sup>th</sup> from Noon to 6pm.

Workshop schedules, literature and photos are available upon request. To interview any of the participants, organizations, non-profits, the Executive Director or Board of Directors of GreenWorks Idaho, the nonprofit organization that produces this community event, contact Jason Russell at (208) 440-2515 or [jason@greenworksidaho.org](mailto:jason@greenworksidaho.org).

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