



## Press Release

**FOR IMMEDIATE RELEASE** – September 8, 2010

Contact: Auster Agency – (718) 243-1414

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### **Hands-On Green Block Party, First in NYC**

*“The NEW New York GreenHomeNYC’s DIY Green Street Festival” will be the first green building block party in New York City*

Brooklyn, NY, September 8, 2010 – On **October 2, 2010**, local non-profit GreenHomeNYC will put on the Brooklyn’s hippest grassroots (free) block party of the fall, focused on greening the built environment. “The NEW New York” green street festival is revolutionary for its commitment to hands-on presentation by vendors, programming woven into the surrounding neighborhood, and a sustainable approach to event production.

“The NEW New York” green block party takes place on Third Street between Hoyt and Bond in Carroll Gardens, 2 blocks from the F train Carroll Street stop, from 10am to 6pm.

“The NEW New York” will be a day of action, complementing National Solar Day and GreenHomeNYC’s 7<sup>th</sup> annual Green Buildings Open House. The event will be filled with dozens of DIY activities, such as:

- learning how to install and plant a green roof,
- watching worms wiggle and transform organic matter into dirt,
- completing an energy audit, and
- learning how to capture and reuse rain water.

Exhibitors will showcase new environmental products and technologies, such as:

- the American-made Swedish Think electric car,
- Brooklyn-based Vokashi compost system and kits,
- Eco-friendly countertops presented by Foro Marble, and
- The Jerko, a motorless houseboat with a built-in wetland, rainwater harvesting, solar thermal, solar photo voltaics, and a composting toilet.

Kid-friendly activities including

- solar car building and racing by SolarOne, and
- making jewelry out of bike parts by Recycle-A-Bicycle.

Food vendors to include the Lobster Pound, Rice, Blue Bottle and more.

Event attendees are encouraged to bring the following items for donation:

- electronic waste – to be collected by the Lower East Side Ecology Center
- clothing/textiles – to be collected by Wearable Collections, and
- bicycles – to be collected by Recycle-A-Bicycle.

“The NEW New York’ is GreenHomeNYC’s first green-living focused block party,” said Gita Nandan, GreenHomeNYC Board Member and the event’s spearhead. “Brooklyn is the ideal place to launch the event because there is so much can-do, creative energy in the borough. We worked hard to capture exciting things happening here as well as give attendees that extra inspiration to make simple changes to go ‘green.’”

An unique aspect of the block party is its use of the surrounding neighborhood to bring the theme of green-living home. “The NEW New York” will not just talk about energy audits but take attendees on an energy audit tour of a neighboring brownstone. There will be boating on the Gowanus Canal in conjunction with talks about environmental remediation. The Jerko, the Gowanus Water Vacuum, an off the grid houseboat will take its maiden voyage, surrounded by a built-in wetland. Hudson, developer of J Condo and the Village at Atlantic Center, will give tours of Third + Bond which is expected to be LEED-Gold and EnergyStar certified.

In addition to the day of exhibitors and programming, “The NEW New York” will be a case study for the greening of NYC’s street fairs. This event will practice what it preaches: composting food waste, minimizing the use of paper, utilizing bio-fuel, and off-setting its carbon footprint. The event is being produced in conjunction with Auster Agency, the firm responsible for such large-scale Brooklyn events as BKLYN Designs and Atlantic Antic.

“When GreenHomeNYC was founded in 2002, information about green building was limited. Today there’s almost too much information--it can be intimidating. This event will be fun. Everyone on the green spectrum from curious to committed will get something out of “The NEW New York,”” said Cat Fitzgerald, Executive Director of GreenHomeNYC.

More information and the day’s programming: <http://greenhomenyc.org/thenewnewyork>

**“The NEW New York” Steering Committee:**

Gita Nandan of thread collective (co-chairs) and Alison Novak of The Hudson Companies Inc. / Karen Auster of Auster Agency / Lori Raphael of The Brooklyn Chamber of Commerce / Catherine Barton + of Pinwheel Studio / Sandi Franklin / David Seiter of Future Green Studio / Erik Nevala-Lee of GreenHomeNYC / Jane Cook of NYASLA / Miquela Craytor of Sustainable South Bronx / David Kreiger of the Gowanus Canal Community Development Corporation.

**About GreenHomeNYC:**

Since 2002, GreenHomeNYC has been connecting NYC residents with local experts and actionable information to help them improve the energy and environmental performance of their homes and buildings. A community-oriented, volunteer-run organization, GreenHomeNYC’s mission is to facilitate the adoption of sustainable building methods and materials by owners of small residential and commercial buildings in New York City. GreenHomeNYC is also the New York City Chapter for the Northeast Sustainable Energy Association (NESEA), the nation’s leading regional membership organization focused on promoting the understanding, development, and adoption of energy conservation and non-polluting, renewable energy technologies. To find out more, visit [www.nesea.org](http://www.nesea.org). GreenHomeNYC is a registered 501(c)3 tax-exempt nonprofit corporation. <http://greenhomenyc.org>

