

April 10, 2009
FOR IMMEDIATE RELEASE

For further information contact:

Tiffany Etterling
575.523.2500 office
575.523.3960 fax
tiffany@picachomountain.com

GREEN BUILD EXHIBIT: LEARN HOW TO BE GREEN AND SAVE GREEN
Free Event Open to the Public at Picacho Mountain

Green is much more than a color or fad reserved for certain people. Green has become synonymous with a healthy, environmentally-conscious lifestyle so why not find out how to live green and save some green, especially in this economy?

Picacho Mountain can help anyone curious about sustainable products, services and building techniques at the second Green Build Expo, happening during the LCHBA Spring Showcase of Homes. Exhibits will be displayed in various custom homes in Picacho Mountain so visitors can see what green living realistically looks like. Experts will also be on hand to answer questions.

“It used to be that only a few buyers seemed interested in making their home ‘green’,” said Picacho Mountain construction manager Jim Coles. “That has changed. Maybe it was four dollars a gallon gasoline, but now *everyone* is interested. Our displays and handout literature are geared to demonstrate to a buyer exactly *why* a product is green and *how* it helps preserve the environment or save energy.”

If living green seems like something that costs a lot of green, think again, because the energy-efficient technology on display can save on utilities and water bills.

Picacho Mountain developer Bob Pofahl adds, “this may vary from contractor to contractor, but generally the state and federal tax credits more than cover the additional expense to go green.”

Whether someone is a green novice or runs his or her toaster on solar power, the expo will have a variety of resources to help people make better decisions on how to make their home friendlier to the planet and to their wallets.

“This event will be great for people building a home or those who already have a home and want to upgrade it,” says Miles Dyson, owner of home energy rating company Inspection Connection.

Picacho Mountain is Southern New Mexico’s only Build Green Certified subdivision, and the expo will also include information about the upcoming Willows subdivision, which will be the region’s first completely Build Green New Mexico Certified Patio Home neighborhood.

Green Build Expo visitors can view exhibits from Bosch, Delta Faucets, Ewing Irrigation, Gail Insulation, Grind, Inc., Keenan Supply, Kohler, L&P Building Supply, RINNAI, Robledo Vista Nursery, Solar Smart Living, Whirlpool and more.

Visit the free expo during the Showcase of Homes hours on April 24, 25, 26 or May 1, 2, 3; from 4 p.m. to 7p.m. on Fridays, 10 a.m. to 7 p.m. on Saturdays and 12 p.m. to 5 p.m. on Sundays. For more information, go to www.picachomountain.com or call (866) 318-3556.

The Green Build Expo is located at Picacho Mountain's Visitor Center at 7038 Calle Estancias, Las Cruces, New Mexico 88007.

From Interstate 10 West: Exit Motel Blvd. (exit #139), Turn right at Motel Blvd. and go 1.1 miles, Turn left on Picacho Ave/US-70 and go 2.1 miles, Turn right on Picacho Hills Dr. and go 1.1 miles, Veer left on Barcelona Ridge Road and go 1 mile, Turn right on Anthem Road and go .4 miles, Turn left on Calle Estancias and go .3 miles.