



# News Release

## FOR IMMEDIATE RELEASE

Contact: Laura Telander Graf  
651.698.4006  
ltg@mcfarlandcahill.com

### GREEN CERTIFICATION NOW AVAILABLE FOR MINNESOTA HOMES

*Advocates of Green Building Develop Voluntary Standards For Residential Remodeling and New Home Construction*

**MINNEAPOLIS** (August 21, 2007) - Remodeling projects and new homes in Minnesota can now achieve “green” certification through a new voluntary program called Minnesota GreenStar: Certified Green Homes and Remodeling.

Minnesota GreenStar is a collaborative effort between the Builders Association of the Twin Cities, the National Association of the Remodeling Industry-Minnesota and the environmental nonprofit Green Institute. The three founding organizations had been pursuing independent green building initiatives and recognized the value and enhanced opportunity by joining their efforts. Initial funding for program development was supported by a grant from the Minnesota Pollution Control Agency. The group announced the Minnesota GreenStar program today at a press conference in Saint Louis Park where a home at 2248 Drew Avenue South is seeking certification under the standards.

“Minnesota is known as a forward-thinking state when it comes to the environment and this certification program enables homeowners to choose a product that carries on that tradition - now and into the future,” said Corey Brinkema, Executive Director of the Green Institute. “By certifying their home through Minnesota GreenStar, homeowners can be assured of a more durable and healthy home with lower operating costs and reduced demand on the environment.”

Green home certification will be administered through Minnesota GreenStar, which will provide a mandatory education program for builders and remodelers that outlines certification requirements and proven green building techniques. The program is based on green building standards that take into consideration Minnesota’s unique climate concerns, building codes and material, energy and natural resources. Third party raters, such as Minneapolis-based Center for Energy and the Environment and St. Paul-based Neighborhood Energy Connection, will serve to verify through inspection and testing that projects meet the green criteria.

“Our goal is to bring Minnesotans green homes that are affordable and appropriate for our region,” said Joshua Fowler, Executive Vice President of the Builders Association of the Twin Cities. “Our program can be tailored to fit the price range of any building or remodeling project and provides long term savings on things like natural gas, electricity, water and home maintenance.”

For more information, visit [www.mngreenstar.org](http://www.mngreenstar.org).

#####

**About Minnesota GreenStar - Certified Green Homes and Remodeling**

Minnesota GreenStar - Certified Green Homes and Remodeling comprises a regionally appropriate green building standard that embraces our unique climate concerns, building codes and material, energy, and natural resources. Fundamental to the program is an objective, third-party verification system that assures consumers that the new home or remodeling project performs as promised. The standard will be supported by a mandatory education program for builders and remodelers, as well as general education and promotion to consumers. With the robust standard as the vehicle, it is our aim to bring home buyers and homeowners a verified standard that will allow them the opportunity to choose more efficient, healthy, and environmentally-sensitive design and construction practices for their new or remodeled home.

**About the Builders Association of the Twin Cities**

The Builders Association of the Twin Cities, presenters of the Parade of Homes EasyStreet<sup>SM</sup>, Spring Preview<sup>SM</sup>, Fall Showcase<sup>SM</sup>, Parade of Homes Remodelers Showcase<sup>SM</sup>, and the Parade of Homes Radio Hour<sup>SM</sup> represents almost 1,900 member firms involved in all phases of the home building and remodeling industries and is dedicated to providing a diverse selection of quality and affordable housing to the Twin Cities area.

**About the National Association of the Remodeling Industry - Minnesota**

NARI of Minnesota is a Chapter of The National Association of the Remodeling Industry (NARI), the only trade association dedicated solely to the remodeling industry. With more than 7,000 member companies nationwide, the Association is "The Voice of the Remodeling Industry"<sup>TM</sup>. For membership and chapter information, or for more on the COTY Awards, visit the NARI MN website at [www.narimn.org](http://www.narimn.org) or contact the headquarters at 612.332.NARI.

**About the Green Institute**

The Green Institute is a non-profit organization whose mission is "sustaining the environment and our communities through practical innovation". The Institute is a pioneer and leader in the Midwest's green building industry and supports a nationally-recognized reclaimed building materials enterprise, the ReUse Center and Deconstruction Services.



Green Institute

**The Green Institute**  
2801 21st Avenue South, Suite 110  
Minneapolis, MN 55407  
P: 612.278.7100 | F: 612.278.7101