



NEWS RELEASE

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Nation's First Green Residential Remodeling Guidelines Launched

REGREEN Guidelines help consumers and professionals make greener decisions

New Orleans, LA (March 14, 2008) – The American Society of Interior Designers (ASID) Foundation and the U.S. Green Building Council (USGBC) today launched the nation's first green residential remodeling guidelines at a press conference during INTERIORS 08: The ASID Conference on Design, held in New Orleans.

Organized into the ten most common remodeling projects, the REGREEN Guidelines are designed to provide professionals and homeowners with resources and tools to green their home remodeling projects. The guidelines can be applied to a variety of projects, from remodeling a kitchen to executing a full-scale renovation.

"Green homes are fundamental to leading healthier, more sustainable lives," said Victoria Schomer, ASID, LEED AP, interior designer and principal of Green Built Environments. Schomer was on the team to develop and write the REGREEN program. "In America, we spend a startling 90 percent of our time indoors. Home interiors have a profound effect on ourselves and our families, and the interior design professional has a central role in making them healthier and green."

"Consumers overwhelmingly want greener homes, and the REGREEN Guidelines will help by showing them how," said Michelle Moore, Senior Vice President, U.S. Green Building Council. "Surveys show that not having enough good information from trusted sources has been a huge obstacle. The REGREEN Guidelines empower people with practical information about how to green projects ranging from kitchen and bath renovations to deep energy upgrades."

The market for residential remodeling is massive, topping \$200 Billion per year, and is projected to nearly double within five years due to the aging of our housing stock. The median age of U.S. housing stock has topped 30 years, and homeowners are increasingly considering family health and well-being, skyrocketing energy costs, and the environment when planning home improvements.

"You can start greening your home without spending a lot of money just by getting informed," continued Moore, of USGBC. "Weatherization projects can save energy and lower your utility bills, which also reduce your Carbon footprint. Similarly, choosing low-VOC paints, flooring, and adhesives eliminates bad-smelling toxins and creates a healthier home."

The REGREEN guidelines are accompanied by case studies, and address the major elements of any green renovation project, including the site of the home, water efficiency, energy & atmosphere, materials & resources, and indoor environmental quality.

To access the guidelines visit www.regreenprogram.org or www.thegreenhomeguide.org. Additional electronic resources will be available online starting in early summer with a comprehensive educational lineup for the interior design, contractor, and consumer to follow.

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About ASID

The American Society of Interior Designers (ASID) is a community of people—designers, industry representatives, educators and students—committed to interior design. Through education, knowledge sharing, advocacy, community building and outreach, the Society strives to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people’s lives. Its more than 40,000 members engage in a variety of professional programs and activities through a network of 48 chapters throughout the United States and Canada. www.asid.org.

About USGBC

The U.S. Green Building Council is a nonprofit membership organization whose vision is a sustainable built environment within a generation. Its membership includes corporations, builders, universities, government agencies, and other nonprofit organizations. Since USGBC’s founding in 1993, the Council has grown to more than 14,500 member companies and organizations, a comprehensive family of LEED® green building rating systems, an expansive educational offering, the cutting-edge Greenbuild International Conference and Expo (www.greenbuildexpo.org), and a network of 72 local chapters, affiliates, and organizing groups. For more information, visit www.usgbc.org.