



OUR GREEN HOME

ECO-FRIENDLY HOME RESOURCE GUIDE

The Fall/Winter 2009 issue of Our Green Home, Toronto's eco-friendly home resource, guide distributes in the Globe and Mail and Toronto Star

(Toronto ON – November 13th) Our Green Home highlights the importance of making environmentally responsible choices and changes in our homes. Featuring the home building and renovation innovations of the Archetype Sustainable Home at the Kortright Centre, this edition provides readers with information about how best to incorporate sustainable principles into their home improvements. Other editorial highlights include the newly introduced Ontario Feed-in Tariff and what it means to homeowners, and a Green Grocery Guide to help consumers make more educated choices at the grocery store.

The Fall/Winter edition of Our Green Home introduced a new mascot, “Susty” the Sustainability Squirrel. As an embodiment of sustainability, Susty was created to help put a friendly face on the green home improvement landscape to stimulate engagement and overcome apprehension about the potentially daunting technical and engineering nature of home technology choices.

Contents:

- **A Green Grocery Guide by Melissa Shin**
- **Hot Deals: Rebates and Incentives by Melissa Shin**
- **Lessons we can Learn from the Archetype Home by Toby Heaps**
- **Community Visions for a Greener Toronto**
- **What is the Feed-In-Tariff? by Don Huff**
- **Sustainable Holiday Tips by Jon-Erik Lappano**
- **Life Story of an Eco-Hero by Paul Cassel**

Our Green Home is an eco-friendly home resource guide dedicated to providing Toronto homeowners with practical information and authoritative resources to help them make environmentally responsible, energy-saving, healthy and sustainable choices for their homes. In addition, Our Green Home seeks to help the homeowner navigate, understand, and take advantage of the array of incentives, rebates and tax reduction programs available in Toronto.

Our Green Home's circulation is 100,000+ copies, three times a year. Beginning in spring 2010 Our Green Home will be available at LiveGreen Toronto Events and various locations across the city.

Launched in 2007, Our Green Home has since grown from a digest to a tabloid format, printed in colour and on 100% recycled content newsprint milled in Ontario. Advertisers include: City of Toronto's Live Green Program, Toronto Hydro, Enbridge and many other private, public and non-government organizations.

Our Green Home Fall/Winter 2009 can be viewed electronically at:
http://issuu.com/ourgreenhome/docs/ourgreenhome_fall-winter2009

Previous editions of Our Green Home can be viewed at:
<http://www.ourgreenhome.ca/editions.html>

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