



ePress Release

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New Web site makes "doing the right thing" easy

Site to promote eco-friendly solutions for CT residents and businesses

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BETHANY, Conn., January 23, 2006 – AuctorVerno, LLC has launched a new Web site, buildingctgreen.com, a one-stop online resource for all that is green building, green lifestyle and green business in Connecticut.

Designed to help both home owners and commercial property owners, the site offers a variety of resources such as information on green building practices like energy efficiency, air quality, wood, and landscape architecture; links to local suppliers who supply eco-friendly products and services; stories and best practices from local green building projects; and, a Connecticut green business blog.

buildingctgreen.com and AuctorVerno co-founder, Adam Ney said, "Connecticut has the potential to be a leader in the green building marketplace. We have nationally recognized architects, as well as industry-leading manufacturers and service providers that either embrace this philosophy or supply the world with eco-friendly building solutions. Those that stand apart do both."

AuctorVerno and the Web site seek to promote the individuals, companies and projects that are embracing these concepts so that others can follow the lead. The end result will be better places to live and work that preserve the environment for future generations.

In addition to launching buildingctgreen.com, AuctorVerno has coordinated a roundtable discussion of those involved with green building practices in Connecticut at the Connecticut Minority Supplier Development Council's Minority Construction Expo Jan. 25 and 26, 2006 at the Connecticut Convention Center.

AuctorVerno, based in Bethany, CT, is a green building marketing services firm that helps its customers develop strategies and set goals that promote sustainability through GreenstormingSM or idea generation discussions; developing events that promote green building; communications and outreach planning; and, media relations and a speakers' bureau.

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