

**** MEDIA ALERT ****

Visually-Arresting Frame Raising a Key Milestone in the Construction of The Hudson Passive Project, the Cutting-Edge, Super-Green Passive House Design

WHAT: A game-changer in the world of residential development, **The Hudson Passive Project** is currently under construction in Claverack, NY. Designed by Dennis Wedlick Architect LLC, the Hudson- and Manhattan-based firm, it will be a passive house, i.e., a house that requires near-zero energy to heat and cool itself. Indeed, thanks to its precise architecture, the home will require virtually no external energy to run. Inspired by the architectural traditions of the Hudson Valley, the picturesque design recalls the vaulted structure of a barn. When complete, this 3-bedroom stone home will boast 22' high ceilings and a stunning wall of glass.

The frame raising is a dramatic visual event during which the enormous arches that form the spine and sides of the home will be erected by just a few individuals with hand-held poles.

WHEN: Friday, June 25, 2010
11:30 am: Orientation to the Passive House Project and the potential of green residential design
12:00: Frame-raising
12:30 pm: Community BBQ and celebration

WHERE: Building site: Intersection of Millbrook and Schoolhouse Roads, Claverack, New York

MEDIA OPPORTUNITIES:

- *Witness* the spectacle of the Hudson Passive House's frame being erected before your eyes
- *Participate* in this event by helping to raise the frame
- *Learn* about the future of green design, and how the Hudson Valley is becoming a model for the nation
- *Interview* architect Dennis Wedlick, designer of the Hudson Passive Project
- *Interview* Bill Stratton, Hudson Valley green builder

CONTACT: Advance media inquiries—
Jessica Olshen, 212.477.4600 or 917.539.2942, jessica@jbocommunications.com