Mid Atlantic Cohousing
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For Immediate Release

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Cohousing Neighborhoods Offer Sustainable Niche Housing Product

Mid Atlantic Cohousing Introduces New Video for Master-Planned Developers and Builders; Three-City National Launch in Washington, DC, Oakland, CA and Boulder, CO on April 23, 2008

WASHINGTON, DC; April 8, 2008 --- Green sustainable communities are one of the few areas where experts say there is strong economic growth in the housing industry. According to the U.S. Green Building Council, the annual national market for green building products and services was more than $7 billion in 2005, $12 billion in 2007, and is projected to increase to $60 billion by 2010.

"People are increasingly realizing the advantages and critical importance of building energy-efficient homes that reduce our impact on the environment. Sustainable building has been a mainstay in cohousing since the first cohousing neighborhood was completed in the U.S. in 1991," said Ann Zabaldo, who along with Martie Weatherly, co-founded Mid Atlantic Cohousing (MAC), a regional non-profit organization which provides marketing, education, and technical assistance to existing and developing cohousing communities on the East Coast.

Working through MAC, Zabaldo and Weatherly are the executive producers of a new video for master planned neighborhood developers and builders that will be introduced nationally in a three-city pre-view event on **Wednesday, April 23, 2008** during Earth Day Week. The new video, ***"Developing Sustainable Neighborhoods for Today's Housing Market,"*** was created to introduce development professionals to the sustainable aspects of cohousing neighborhoods as well as the financial and social advantages of this niche housing product.

The DVD was filmed at three award-winning green cohousing communities – **Eastern Village Cohousing**, a 56-household mixed income neighborhood in Silver Spring, Maryland, completed in 2004; **Nevada City Cohousing,** a 34-household community in Nevada City, California completed in 2006; and **Wild Sage Village**, a 34-household mixed-income neighborhood in Boulder, Colorado completed in 2004.

The three cohousing communities were selected for the video because of their commitment to social and environmental sustainability. Each project has received national recognition for its energy-efficiency, design and innovation in green building. Nevada City received the National Association of Homebuilders (NAHB) *Silver 2008 Energy Value Housing Award.* Wild Sage received the 2004 NAHB *Energy Value Housing Silver Award*, in the Affordable Category. Eastern Village received the LEED Silver rating from the U.S. Green Building Council, a 2006 Green Roof Award of Excellence, and was honored as NAHB's Green Project of the Year - in both the multi-family and luxury category.

The video will be released nationally on Wednesday, April 23 to coincide with Earth Day on April 22. Events will take place in three markets simultaneously – Washington DC, Denver Metro and the San Francisco Bay Area at Eastern Village Cohousing, Wild Sage Village and Swan's Market Cohousing in Oakland, CA, respectively.

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The DVD features interviews with three cohousing developers each of whom will give a presentation at the community they created. Speakers include Don Tucker, president of Eco Housing Corporation, developers of Eastern Village; Kathryn McCamant, president of CoHousing Partners, and vice president of McCamant & Durrett Architects, developers and architects of Nevada City Cohousing; and James Leach, president of Wonderland Hill Development Company, developers of Wild Sage Village.

Since 1991, when Muir Commons was the first cohousing project included in a master plan neighborhood in Davis, CA, cohousing has been part of New Urbanist towns. Examples include Wild Sage located in the Holiday Neighborhood in Boulder; Hearthstone Cohousing, a 33-household community in the New Urbanist project Highland Gardens' Village in Denver, Colorado; and Frog Song Cohousing, a 30-household mixed-use neighborhood that formed a key component in the downtown revitalization of Cotati, California.

"Developing Sustainable Neighborhoods" contains a 15-minute main presentation plus 15 minutes of additional supporting material. After April 23, the video will be made available for free to developers and builders throughout the United States via the MAC website, by calling **866-620-2646** or via email at dvd@midatlanticcohousing.org. The video was written, produced and directed by Abraham Paiss & Associates, Inc., a national sustainable development consulting firm based in Boulder, Colorado.

The DVD production and the accompanying case study guidebook received financial support from the Wallace Global Fund, a national non-profit organization based in Washington, DC whose mission is to "promote an informed and engaged citizenry, to fight injustice, and to protect the diversity of nature and the natural systems upon which all life depends."

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