

A photograph of Ed Begley, Jr. and Rachelle Carson Begley standing in front of a large array of solar panels. The panels are tilted and reflect the bright sunlight, creating a shimmering effect. The background is a clear blue sky. The couple is positioned in the lower right quadrant of the image. Ed is on the right, wearing a dark green t-shirt and glasses, with his hand on his hip. Rachelle is on the left, wearing a light blue long-sleeved top. The overall scene is bright and sunny, emphasizing the 'green' theme of the article.

**This NEW** August 2011  
**House**

**Ed Begley, Jr.**  
**Rachelle Carson Begley**  
***“King and Queen of Green”***

# The NEW HOUSE Project



Helming a team of experienced designers, contractors, and consultants, the Begleys are undertaking to build a flagship sustainable green home.

Built beyond LEED Platinum standards, the house will represent the current state of the art in environmentally friendly building.

Incorporating the latest products, techniques, and technologies, the project will be a high visibility showcase of what's new, what's hot, and what really works.

# PROJECT POINTS



- Ed and Rachelle Begley have commissioned award winning Los Angeles based architect and designer William Hefner to design their new home.
- The design brief was anything but simple—the Begley’s asked for a LEED Platinum rated ‘sustainable home’ incorporating all of the latest ‘green’ technologies, but insisted that the house also be comfortable, livable, and beautiful. In other words, it should function like a state of the art showcase for ecologically-sensitive building, but look, live, and feel like a ‘regular’ Southern California luxury home.
- Mr. Hefner’s design surpassed all expectations. The stunning 3200 square foot Mediterranean not only exceeds LEED Platinum standards, it will be a gorgeous aesthetic statement. The house incorporates photovoltaic panels for electricity, solar panels to heat the pool, reclaimed flooring, geo-thermal heating, rain-water capture and grey water recovery systems, and even a composting toilet.



# Why the Begley's?



Ed and Rachelle are widely recognized as two of the most prominent and outspoken advocates and spokespersons for the environmental movement. They are also trusted and perceived as having integrity and thorough knowledge of the subject. They rose to preeminence in the field and attracted millions of fans during their 3 seasons starring in “Living With Ed,” the best known and most loved show on television about environmentally responsible living. But there is another crucial element which makes the team invaluable and inseparable:

Ed is seen as the hard-core ‘techie’ who will go to any length to save a watt or a drop of water.

Rachelle is seen as the more pragmatic and aesthetic of the two, insisting on solutions which are livable, beautiful, and comfortable.

# The STYLE



As a result of these sometimes conflicting but ultimately synergistic approaches, followers trust that together Ed and Rachelle will find and recommend solutions which are both green and practical. This counters the widely perceived notion that sustainable solutions are ‘weird’ or ‘ugly’ or ‘Rube Goldberg’ type contraptions. The Begley’s home has been designed to incorporate every conceivable ‘green’ solution, yet looks, lives, and feels like a lovely conventional home.

This ‘livable green’ approach gives the industry a much needed image boost and facilitates broader marketplace acceptance. An endorsement by the Begleys grants ‘must have’ status to an product.

# The Opportunity



We are hand-selecting a small group of premier vendors to participate in this project, and to have their products featured in the new Begley home.

This is a tremendous opportunity for vendors wishing to receive massive media exposure, endorsements from the most respected names in the green movement, and valuable marketing data on, and access to very large numbers of interested and sympathetic consumers.

# The Reward



The Begleys have created a systematic program to return enormous value to all of the participating sponsors who share their goal of a more sustainable world.

Each sponsor will receive ongoing targeted exposure to very large numbers of interested and sympathetic consumers. A system of message and content distribution is in place which will promote sponsors' products in both traditional and online media, affording sponsors multiple impressions with large numbers of like-minded consumers.

Sponsors will receive the full benefit of explicit endorsements by the Begleys, product integration in documentary footage of the project, and earned media at both national and targeted regional levels (through our in-house PR department).

# How does it work?



The Begleys have undertaken to identify, aggregate, and engage millions of supportive fans and environmental enthusiasts.

This is being done with the cooperation and support of a team of web outreach specialists who with their years of experience know where the hard and soft green supporters are and what they want.

The unique content from the Begley's project will be proactively distributed through multiple traditional and online platforms. The goal is to aggregate a 5,000,000+ strong 'green' affinity group which becomes a tangible asset and an evergreen marketing resource redounding to the long term benefit of project sponsors.

# Tangibles



Upon launch the Begley content will be pushed to over 15 Million environmentally concerned consumers through email and social media contacts.

The Begley's FaceBook page will carry the updates along with video content produced to highlight the vendor products, including the Begley's visits to vendor facilities, providing an opportunity for individualized product 'pitches.'

Sponsorship of the email notifications will allow "name recognition" and add to the value of the product placement.

As this affinity group grows, they will be polled weekly for their needs and interests, providing yet another opportunity for sponsor exposure and interaction.