



## **REALTOR® GreenFEST 2011 Event Partners with “Concord on the Green”**

***Community Organizations Come Together to Bring  
Green Alternatives to the Public in New Venue***

**WALNUT CREEK, California—July 18, 2011**—The Contra Costa Association of REALTORS® (CCAR) in partnership with the City of Concord, the Todos Santos Business Association (TSBA), the Pacific Coast Farmers Market Music & Market Series and Sustainable Contra Costa (SCOCO) will present “GreenFEST 2011,” an exhibition of green products and services on September 15 at Todos Santos Plaza in Concord from 4-8:30 PM.

“We are thrilled with this partnership as it truly benefits the local community and can’t wait to show consumers that GREEN doesn’t have to cost more to be effective or beautify the home and add value at the same time”, says Terrylynn Fisher, EcoBroker, CCAR GreenFEST Chair and SCOCO Board Member.

The third annual GreenFEST will bring local green businesses and their products and services together in one place. Consumers can quickly and easily learn how to improve their homes and find healthy, affordable alternatives for common products and services. These include solar, windows, doors, sustainable mulch, painters, flooring, automobiles, alternative transportation and much more. Consumers will also be able to save money through rebates and incentives offered at GreenFEST.

“REALTORS® make recommendations for improvements and repairs such as these every day. This is a perfect partnership where we can be more effective and provide a richer experience for sponsors and attendees”, says Fred Weston, CCAR President.

The “Trashy Creations Contest,” a new attraction, puts fun into the exploration of sustainability. All ages are invited to create prize winning entries made solely with repurposed, recycled, reinvented and reused items found in the home, business, dumpster, landfill or 2<sup>nd</sup> hand shop. There will be categories for 1-12 kids, 13-19 teens, and 20+ adults. GreenFEST Premium Sponsors are awarding \$100 cash prizes for winners in each category at GreenFEST 2011. Entries may be made online at [www.GreenFESTContraCosta.com](http://www.GreenFESTContraCosta.com).

Media Contact: Meghan Pariso, CCAR Communication and PR Strategist  
925 295 9218 direct • 925 944 7128 fax • [meghan@ccartoday.com](mailto:meghan@ccartoday.com)

1870 Olympic Drive • Suite 200 • Walnut Creek, CA 94596 • 925 295 9200 main • 925 938 1294 fax • [www.ccartoday.com](http://www.ccartoday.com)

Local businesses “on the path” to sustainability are welcome to participate by sponsoring booths at the event and sharing their products and services. Interested organizations can confirm the eligibility of their products and services by calling (925) 876-0966 or visiting [www.GreenFESTContraCosta.com](http://www.GreenFESTContraCosta.com).

“Last year, over 55 sustainable businesses participated. Many of our vendors return year after year. This year we have added No Trace Shredding, EcoMulch, SOLAR Universe, Recycler Concord Disposal, Green Check Collective, Mary Kay and more.” says Ms. Fisher.

Todos Santos Downtown Business Association President, Virginia Thomas concurs. “GreenFEST is a perfect fit for Concord on the Green which saw over 5000 attendees last year. This year the event will offer a unique combination of sustainability products and services, entertainment, great food and lots of fun, for the whole family, including the popular Foreverland—Michael Jackson tribute band.”

### **About Contra Costa Association of REALTORS**

With a long history of community involvement and outreach, all of CCAR’s GreenFEST proceeds go to the CCAR Scholarship Foundation, a 501(c)(3), which has awarded over \$250,000 in scholarships in finance, business and real estate to local students. The Contra Costa Association of REALTORS® has made an organizational commitment to sustainable practices and was recently awarded both a Green Certification from Contra Costa County and a Silver LEEDS certification for successfully incorporating environmentally friendly technologies and design into their new building headquarters in downtown Walnut Creek.

One of the leading providers of technology based tools to REALTORS® in the nation, CCAR also conducts ongoing classes, training and seminars spanning a wide range of topics and information that are available to both REALTORS® and the public. CCAR is located at 1870 Olympic Blvd. Suite 200, Walnut Creek CA 94596. [www.ccartoday.com](http://www.ccartoday.com)