



FOR IMMEDIATE RELEASE

## INDIANAPOLIS AND NEW ORLEANS GREEN GROUPS JOIN SUPER BOWL WAGER MANIA

*Green living invitations offered in each city*

**(Indianapolis, Ind.)** – The Hoosier Environmental Council, headquartered in Indianapolis, and Global Green USA - founded by Indianapolis native Diane Meyer Simon - which has helped lead the way in the green rebuilding of New Orleans, have expanded the Super Bowl challenges between the two cities to include a “green” wager.

In the unlikely event that the Saints win the big game Sunday night, a Saints fan will enjoy a stay at Anne Laker and Joe Merrick’s Indianapolis home. Built in 2003 as a showcase for green products, it features a geothermal heating system, which most often cuts the couple’s heating bills in half. The interior for the home was selected by Indiana University Purdue University Indianapolis students and utilizes numerous green materials such as bamboo floors, granite countertops, carpets made with recycled contents and recycled glass tile.

“We’re happy to have two New Orleans natives, Peyton Manning and Reggie Wayne, leading the way to a Colts Super Bowl victory,” said Jesse Kharbanda, the HEC’s executive director. “We’ve been fortunate to be the beneficiaries of funding from the team’s aluminum can program, and we are proud to stand with the Colts as they take on this ‘super’ challenge.

“Global Green is doing so many good things on behalf of the environment and the people of New Orleans, it’s sad that they’ll be crying in their biodegradable cups at the end of the game on Sunday night.”

In addition to the overnight stay at an extraordinary green living space in Indiana, the HEC is offering its New Orleans counterparts a trip for two up and down the Indy Wine Trail, featuring local wineries that are all within driving distance of the capitol city. And R bistro, a renowned Indianapolis restaurant that uses ingredients fresh from the farm, has donated dinner for two, if the Colts happen to come up short.

“Indiana boasts a number of small farms that produce exceptional products that are not just delicious, but environmentally friendly,” said Regina Mehallick, chef and owner of R bistro. “I’m so pleased that after 8 years of serving them, so many Hoosiers are familiar with the benefits of eating local and sharing that practice with their friends and neighbors.”

*When* the Colts win, a Colts fan will be hosted by Global Green’s New Orleans office and spend a glorious Jazz Fest Weekend in one of the nation’s greenest houses, built as part of Global Green’s Holy Cross Project village of homes, community center and multi-family housing in the Holy Cross neighborhood of the Lower 9<sup>th</sup> Ward. Fine New Orleans dining for two at New Orleans legendary Galatoire’s restaurant in the French Quarter is also included in the New Orleans weekend.

“New Orleans, now the increasingly famous home of the Who Dat Nation, is also becoming one of the world’s leading centers for green building. Both the Saints and the city’s neighborhoods fought to come back better than before Katrina,” said Matt Petersen, president and CEO of Global Green, a non profit organization that advocates for sustainable, energy saving building practices. “Along with this wager, we are asking people to help continue the green rebuilding of New Orleans by – at the end of the 1st quarter – texting GREENDAT to 85944. All of the money from these texts will help low-income families move into energy efficient, healthy homes in New Orleans.

“As the Saints improved their scores, New Orleanians have been working to improve their energy bills, and the safety of their homes, schools and neighborhoods from the onslaught of future storms,” said Petersen.

Over ten thousand visitors have experienced green living first hand on tours of Global Green’s LEED Platinum house that presently also serves as a visitor center, located at 409 Andry St., adjacent to the levee in Holy Cross. Two additional houses -- whose energy bills will be 70% below average -- have been completed and are for sale.

Thousands have also benefited from forums presenting important advice on green building, and the New Orleans public schools are now opening newly renovated schools that are offering green features recommended by Global Green as part of its Green Schools programs.

The Hoosier Environmental Council is Indiana’s leading educator and advocate for environmental issues and policies. HEC works to raise awareness and stimulate discussion about environmental issues in Indiana – and ultimately help change laws, create jobs, protect and improve the environment, and make Indiana a healthier, better place to live and do business. Find out more at [www.hecweb.org](http://www.hecweb.org).

###

**Media Contacts:**

Tina Noel, HEC  
317.709.3103

Lara Beck, HEC  
317.727.0016

Jeanne Nathan  
504.218.4807, Global Green

Ruben Aronin  
310.612.5663, Global Green