



mouth : public relations

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WHO: *GREEN*, new e-magazine to be launched by *Furniture|Today*

WHAT: Press Conference and Launch Party honoring Eco-Lifestyle Expert Danny Seo

WHERE: High Point Market, Century Courtyard, Market Square, 205 W High Street, High Point NC

WHEN: Thursday, March 29th 6:00-8:00 (reception, press conference); Additional In-Studio Publicity with Danny Seo on Friday, March 30th

Contact: Justin Loeber, President, Mouth Public Relations, 212-260-7576

(Thursday, March 8, 2007) FOR IMMEDIATE RELEASE— A major green initiative will take place at the upcoming High Point Furniture Market, the world's largest home furnishings show, and Danny Seo, the country's leading Eco-Lifestyle expert, has been invited to play a key role in the unveiling.

The initiative includes the debut of the GreenStyle Pavilion, the first-ever concentrated showcase for eco-friendly home furnishings suppliers, details concerning the upcoming launch of *Green*, a new digital publication from *Furniture|Today* that will feature Danny Seo on the cover and a GreenStyle Party; presented by Merchandise Mart Properties, Inc., the High Point Market Authority, and the Sustainable Furniture Council and sponsored by *Furniture|Today*.

Regarding *Green*, slated to launch early in the second quarter, Ray Allegrezza, Editor-in-Chief of *Furniture|Today*, the country's leading business newspaper for the furniture industry, says, " Each day, more and more retailers and suppliers are becoming increasingly involved in eco-friendly, sustainable-source home furnishings, and as the market leader, *Furniture|Today* believes it can best serve this segment with a dedicated publication devoted entirely to eco-friendly products, producers and initiatives in this segment." Ray Allegrezza also adds, "Since it is an electronic initiative, we are not consuming paper or ink to bring *Green* to readers."

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On the subject of whom to choose for the magazine's first cover, Allegrezza states, "After doing our research, we felt that Danny was the perfect person to be the face of our inaugural issue. My vision is that *Green* does for our community what Danny Seo is doing for the country." The *Green* website officially launches to the consumer on Monday May 14, 2007.

Born on Earth Day in 1977, Danny Seo turns 30 this year. However, he has been working on environmental issues since the age of twelve, when he founded Earth 2000, which within six years became the country's largest teenage activist charity, spearheading worldwide campaigns on behalf of the environment. Today, Seo hosts his own Sirius radio show, and television show on LIME, including his first HGTV special which will air summer 2007. He is the editor-at-large for *Country Home*, the guest editor of *Elle's* "green" issue this May, and is the author of six books, including *Simply Green Giving*, and *Simply Green Parties*, published by HarperCollins. Seo is currently in the midst of launching an environmental retail initiative and will be testing his own magazine in the fall. He has also just created his first page-a-day calendar for 2008 entitled, "Just One Thing," which includes everyday tips the reader can do to save the environment. Seo was the only lifestyle expert to be invited to join *Newsweek's* 2007 Environment and Leadership Conference this coming April.

Danny Seo notes that, "For a long time, I've been saying green living can be gorgeous living too. With the launch of *Green*, I am so thrilled to finally see the home furnishings market embrace this ethos. Our homes are our sanctuaries, so why not decorate them with the most natural, healthiest and beautiful furnishings you can find?" **For more information on the event or to book an interview with Ray Allegrezza or Danny Seo, please contact Justin Loeber, Mouth Public Relations @ 212-260-7576; Justin.Loeber@MouthPublicRelations.com; or visit www.MouthPublicRelations.com.**

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