

## NEWS OF NOTE

# BOWA BUILDERS LAUNCHES INNOVATIVE ENVIRONMENTAL INCENTIVE PROGRAM TO ENCOURAGE CLIENTS TO 'GO GREEN'

**B**OWA Builders, a full-service residential construction firm specializing in upscale additions, renovations and custom homes, is launching a first-of-its-kind green rebate program, called the BOWA Environmental Incentive Program. This innovative program rewards clients who elect BOWA-recommended, environmentally conscious upgrades for their 2009 construction projects by rebating fees on up to \$100,000 in related costs.

"At BOWA Builders, we put our money where our mouth is when it comes to protecting the environment," said Larry Weinberg, chief executive officer of BOWA Builders. "By eliminating some of

the costs associated with upgrades that go above and beyond our already-high building standards, the BOWA Environmental Incentive Program encourages clients to achieve their design and construction goals with lower-impact homes. It is our way of helping to move the needle."

The BOWA Environmental Incentive Program builds on the company's long-standing commitment to its clients, community and environment. As a well-established component of the company's culture, BOWA's environmental stewardship philosophy focuses on: educating homeowners and peers on the benefits of green construction, providing incentives to encourage client participation,

and continuing to green the company's internal operations. BOWA is proud to make an impact not only in environmentally friendly building practices, but also through its alliances with local environmental groups, aggressive recycling program, hybrid company vehicles, and purchased carbon dioxide credits.

"BOWA Builders is dedicated to producing the highest quality renovations for our clients, which for more than a decade, has meant using what are now regarded as environmentally conscious materials and practices," said Doug Horgan, vice president of best practices and one of the Washington, D.C. area's foremost green-building special-

ists. "We're pleased to be able to draw on this experience, and specifically our expertise in retrofitting existing homes, to help educate homeowners and industry professionals on the benefits of green building and remodeling."

The new BOWA Environmental Incentive Program builds on the environment-related tax credits and rebates already available from local, state and federal governments to encourage lower-impact homes. For more information, visit <http://www.bowa.com/environmentalincentive>.

*For more information, visit [www.bowa.com](http://www.bowa.com) or call (703) 734-9050.*

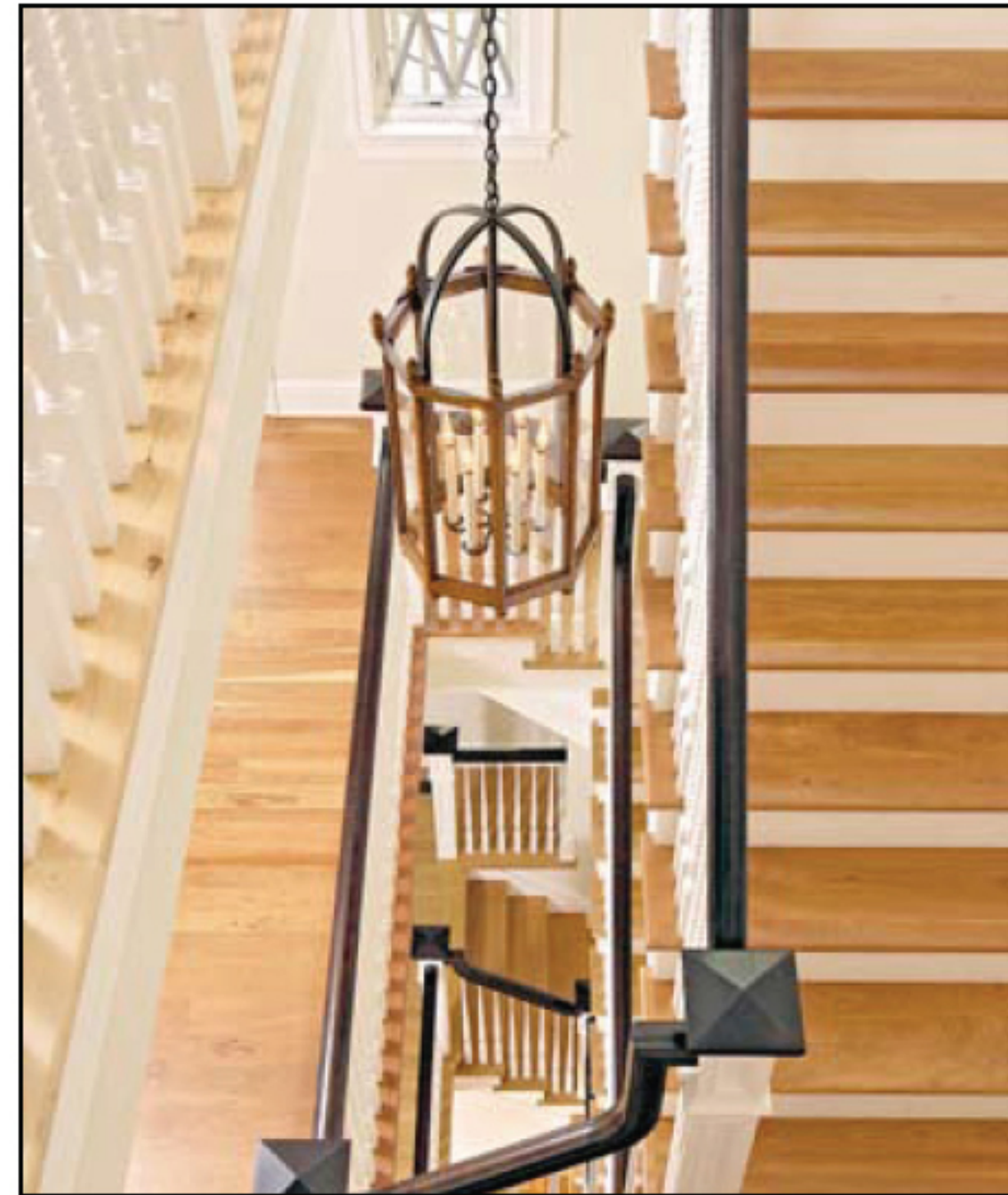


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