

# serenbe

FOR IMMEDIATE RELEASE

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**SERENBE OPENS THE HGTV GREEN HOME 2012 FOR TOURS THIS SPRING**  
***The Stunning, Southern Modern-Day Farmhouse Opens For Public Tours in May and June to Benefit***  
***The Serenbe Institute***  
***Open Tuesday – Sunday from 11 a.m. – 7 p.m., Beginning May 4 – June 24***

**ATLANTA** (April 2, 2012) – As the beautiful, custom-built home located in the idyllic setting of Serenbe awaits the winner of the fifth annual HGTV Green Home Giveaway, visitors can preview the home and get a taste of the green life. Before a lucky winner calls the HGTV Green Home “home,” visitors will have the chance to tour the house Tuesday – Sunday from 11 a.m. – 7 p.m. beginning May 4 through June 24. Proceeds from the \$20 admission ticket will benefit the Serenbe Institute, the non-profit community organization that explores, embraces and expands the connections between nature, culture and the art of living, and the Chattahoochee Hills Charter School.

“HGTV’s selection of Serenbe as the location for the HGTV Green Home further establishes our community as a national model for sustainability,” says Serenbe founder Steve Nygren. “We invite visitors to come see this beautiful home and spend a day shopping, eating and enjoying nature in the country on the edge of the city.”

Serenbe’s sustainability principles, nature-preserving design philosophy and walkable community make it the ideal choice for the location of the HGTV Green Home 2012. The modern family farmhouse, designed by Kemp Hall Studio and built by FrontPorch Builders, features a design inspired by Southeastern culture and regional architecture. The three-bedroom, two-and-a-half bath home will be open for entries in the HGTV Green Home Giveaway from Thursday, April 12 through Friday, June 1.

“The 2012 HGTV Green Home will demonstrate a new dimension of green living that we haven’t showcased with our previous homes,” said Jack Thomasson, HGTV House Planner. “We’ll show how you can live harmoniously with nature, in a more rural and organic setting, but still have a connection to contemporary architecture and the latest in eco-friendly products and practices. It’s a farm-to-table environment with all of the modern conveniences you’d ever want. Quite literally, it’s the best of both worlds.”

For more information about Serenbe, please visit [www.serenbe.com](http://www.serenbe.com). For more information about the HGTV Green Home Giveaway, please visit [HGTV.com/greenhome](http://HGTV.com/greenhome).

**About Serenbe:**

Serenbe is a 1,000-acre community located just 30 minutes from Atlanta's Hartsfield Jackson International Airport, with a focus on balanced growth, sustainability, green building, organic farming, and smart environmental practices. Serenbe has private residential homes, commercial space, art galleries, original shops, stables, the 20-room Inn at Serenbe with conference facilities, and Serenbe Farms with CSA program and Saturday markets. The community is home to three restaurants, all pioneers in the farm-to-table movement: Blue Eyed Daisy Bakeshop (the nation's smallest Silver LEED certified building), The Farmhouse (proprietress Marie Nygren), and The Hil (chef/owner Hilary White). [www.serenbe.com](http://www.serenbe.com).

**About HGTV**

HGTV, America's leader in home and lifestyle programming, is distributed to more than 99 million U.S. households and is one of cable's top-rated networks. HGTV's website, [HGTV.com](http://HGTV.com), is the nation's leading online home-and-garden destination and attracts an average of 5 million unique visitors per month.

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