



NEWS

FOR IMMEDIATE RELEASE

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Homes at Newcroft Park to be ENERGY STAR® Qualified

Energy-conscious construction methods offer homeowners lower utility bills even as they preserve natural resources and protect the environment

Rochester, NY – The Rochester Home Builders' Association and the City of Rochester have announced that all of the homes in their Newcroft Park development will earn the U.S. government's ENERGY STAR® designation. ENERGY STAR qualified homes are verified by Certified Home Energy Raters to be at least 30% more energy efficient than homes built to the National Model Energy Code or 15% more efficient than the New York State Energy Code--based on heating, cooling, lighting and hot water energy use.

ENERGY STAR also encourages the use of energy-efficient lighting and appliances, as well as features designed to improve indoor air quality and to deliver more home for less money.

All of the builders slated to participate in Newcroft Park are designated "ENERGY STAR partners" by the United States Environmental Protection Agency and New York State Energy Research and Development Authority (NYSERDA).

"Originally, I just liked the idea of energy efficiency." says Scott Morrell of Morrell Builders, Inc. "Then I learned that energy savings is only a piece of the pie. The homes are more comfortable because you eliminate drafts and more durable because you eliminate paths for moisture to get in—not to mention lower utility bills and higher resale value!"

The date for the first of these homes to be open to the public is September 9, 2004, when Newcroft Park will be the site of "CityScape 2004" a housing event expected to draw thousands of

visitors and provide them with great ideas for the construction of a new home, remodeling project, or unique decorating ideas. Newcroft Park, off Atlantic Ave. just west of North Winton Rd., features homes in the \$130,000 - \$195,000 price range, with traditional period facades and contemporary interior designs.

CityScape 2004 is a community partnership with Charter One Bank, ESL, First Niagara Bank, the City of Rochester and the Rochester Home Builders' Association.

For more information on Cityscape 2004 at Newcroft Park contact the Rochester Home Builders' Association at 585-272-8222 or visit CityScape on the web at <http://cityscape.cityofrochester.gov>.

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