



## **New Web Site Captures Attention of Earth Friendly Homeowners**

*Web site brings together people looking for practical earth friendly tips with advertisers who wish to reach those homeowners. Site features "life casting" & visitor participation in every step from raising funds to purchase a home remodeling the the home toward more sustainable living, all the while providing product placement & advertising opportunities for companies.*

Grand Rapids, MI, March 25, 2008 --(PR.com)-- Nobody knows where the home will be located, but one man has come up with a fascinating way to finance the purchase and remodel of a home by bringing together people who are looking for practical earth-friendly tips with companies who want traffic from earth-friendly consumers.

The site, is called HomeOffTheGrid.com, created by Jim Sullivan, owner of Progressive Media Partners, featuring earth-friendly articles written by people in the west Michigan area.

To raise money for the home purchase, advertising space in the form of 1 million pixels are being sold in blocks of 100 pixels for just \$5 per block. A special section of 900 pixel bricks are being sold for \$100 each which allows purchasers to have their name or message inscribed in a real brick that will be used in the home's remodeling.

Once funds are raised for the home purchase, using mobile web equipment, Sullivan plans to allow visitors to experience each phase of remodeling the home, by watching him shop for materials or picking up free furniture listed on Craigslist.

Because the goal of the remodeling project is to create a more sustainable, earth friendly home, Sullivan says he will put one of the web cams on the electric meter so that, Sullivan hopes, people can see the meter running backwards due to electricity being generated by the sun. "There is belief that this cannot be done in West Michigan", says Sullivan, "but I hope to dispel that belief."

Sullivan is also seeking corporate funding to pay for operation of the site, which comes through banner advertising or companies logos placed on his vehicle. And there's a "Truman Show" element to it by allowing companies to place their environmentally friendly products & appliances in the home with exposure to the site's audience.

Some might say it may be an easy way to finance a house. Sullivan admits, that creative home financing is part of it, but there is the trade off of having your life chronicled online, and needing to devote a full time effort to the project.

To help raise awareness of the site, people who visit and enter a sweepstakes at the HomeOffTheGrid.com home page by April 22nd (Earth Day) can enter to win a \$10,000 kitchen makeover.

As far as location, all Sullivan will say thus far is that the home will be located somewhere in West



Michigan.

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