



## NEWS RELEASE

### ONELIGHTBULB.ORG LAUNCHES GREEN BUSINESS EXPO 2009

#### *Event will showcase sustainable product and service companies to promote learning and local economic development*

Bradenton, FLORIDA – March 18, 2009 – OneLightBulb.Org, an organization dedicated to raising awareness of global environmental concerns and promoting energy conservation in local communities and throughout the world, today announced the first in a series of local sustainability expositions called, **GreenHome Wamalama** Green Business Expo 2009. The premier event will be held at the Sarasota Bradenton International Convention Center on Saturday, June 20<sup>th</sup>, 2009 and offer residents all over south Florida an opportunity to learn about the many local companies offering green, eco-friendly and other sustainable solutions for consumers, homes and business.

In an effort to promote educational programs on energy conservation, water conservation and recycling and further implement the organization's mission, goals and activities, OneLightBulb.Org's **GreenHome Wamalama** Green Business Expo will feature an array of green products and services including new Hybrid vehicles from Honda Cars of Bradenton; one of Florida's only Hybrid waste collection vehicles from Waste Pro, the area's newest waste collection and recycling provider; and many other vendors of alternative energy and sustainability solutions. This event will provide informative and actionable content for both consumers and business owners on how they can save energy, save money and "green up" their homes and facilities.

Jeffrey Kratsch, Founder of OneLightBulb.Org, discussed his passion for this initiative, stating, "We are thrilled by the overwhelming support and participation we have received from so many individuals and from the local business community for our organization's objectives and our Green Business Expo. In today's challenged economic environment, I felt that we had an opportunity to make a positive difference in this community by helping to promote those companies that are positioning themselves as the drivers of the new 'green economy' by offering an array of sustainable products and services."

Additionally, the event will feature a CFL recycling drive, learning activities for kids and highlight local organizations and educational institutions that are 'going green' such as G.D. Rogers Garden Elementary School, Manatee County's first certified green school scheduled to open in Fall 2009; and plans to showcase green initiatives offered through local county and Chamber of Commerce programs. Throughout the event will be a series of free sustainability presentations by the expo sponsors and other local experts that include informative topics on green job opportunities, energy and water conservation and new innovative green technologies.

Kratsch went on to say, "My commitment to this effort is quite simple. It is to demonstrate to my friends, neighbors and our community how easy and cost effective it can be to take those first few steps toward a more sustainable lifestyle and a cleaner world for all of us. The **GreenHome Wamalama** Green Business Expo is designed to inform consumers and promote local economic development by raising public awareness of the areas' green solution providers. I am confident this will be a fun and educational experience for families and the whole community." Detailed sponsorship, exhibitor and attendee information is available on the green expo website, at [www.greenhomewamalama.com](http://www.greenhomewamalama.com).

**About OneLightBulb.Org**

OneLightBulb.Org, founded in 2007, is an organization dedicated to educating all Americans -and all the world- about how they can make an immediate impact on protecting our planet by helping to save energy and reduce greenhouse gas emissions. OneLightBulb.Org promotes actionable sustainability programs in homes, schools, businesses and local governments that support energy conservation and renewable energy technologies. For more information on energy conservation initiatives go to [www.onelightbulb.org](http://www.onelightbulb.org).

**Press Contact**

Jeff Kratsch, Founder  
OneLightBulb.Org  
941-704-6835  
jeffk@onelightbulb.org