

# NEWS RELEASE

## For Immediate Release

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## **Steel & Straw Event at the Del Mar Fair Grounds**

**San Diego, CA** – Today, Friday, June 2<sup>nd</sup> at 11 am volunteers from Sustainable Building Systems, California Straw Building Association (CASBA) and the ECHO-LIFE Foundation will gather on the infield of the Del Mar Fair grounds to cut, shape and stack straw bales in the creation of a steel-framed, straw bale house. An excellent photo opportunity! In less than a week the bales will be covered in clay plaster and only the “Truth Window” will show the presence of straw bales as a major structural element in this sustainable building designed by Bob Bolles of SBS and Juergen Zierler of Hubbell & Hubbell Architects. *“Straw bale buildings have an almost spiritual quality to them. They convey a sense of solidity and connectedness not found in conventional construction,”* explains Drew Hubbell of Hubbell and Hubbell Architects. Experts from Sustainable Building Services, California Straw Building Association (CASBA) and the ECHO-LIFE Foundation will be present throughout the morning to answer questions about the state of sustainable building in Southern California and new methods of making the world we live in more healthy and livable. How we build affects our environment in many ways. Straw Bale construction provides a sustainable means of reducing energy use, providing homes cooler in the summer and warmer in the winter, while cutting down on the use of materials that are not as renewable, more wasteful of energy and providing a use for straw which is often burned in the field, causing added pollution.

This Friday is closed to the general public, but our volunteers as well as our experts invite media representatives to attend this exhibit prior to the opening of the Del Mar Fair to experience straw bale walls being erected as an in-fill wall within a lightweight webbed steel frame. This is an opportunity to share with your audience an

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educational exhibit that will be presented at the Del Mar Fair from June 10th through the end of the Del Mar Fair on July 4<sup>th</sup>. Designed to benefit anyone buying or building a home in Southern California, the center piece of this exhibit is a 20 x 20 foot steel framed, straw bale building which showcases available products and building techniques to move any home owner towards sustainable living. The first weekend of the fair, June 10<sup>th</sup> and 11<sup>th</sup> features our Steel and Strawbale building as the centerpiece of the Annual Enviro Fair, focusing on the importance of recycling, buying products that contain recycled content or environmentally-friendly materials, and other ways to protect the earth. *“This is a safe place to come and learn about how to build a home that is sustainable or how to add to your present home to make it more earth friendly without having to deal with salesmen hawking their goods”* says Bob Bolles, President of Sustainable Building Systems.

The Del Mar Fair exhibit features:

- **A straw bale house.** Take a tour of a house built of straw bales. Homes with this type of construction were first built in the late 1800s on the Great Plains, where trees were scarce. Some of these homes still stand today. Straw bales, which are an annually renewable resource, provide excellent insulation and lower energy costs. Come see how it's done! (This attraction will be at the Fair all 22 days)
- **Exhibitors** with environmentally friendly products
- **Non-profit organizations** with important information
- **Informative speakers and demonstrations**

For **further information on Enviro Fair**, please contact the Fairgrounds' Resource Conservation Office at 858-792-4298

**more**

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**For more information or to arrange individual interviews at alternative times:**

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