



For Immediate Release

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LIVEROOF, LLC CONTRIBUTES TO “EXTREME MAKEOVER HOME EDITION” Manufacturer Donates a Green Roof to Needy Family

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The LiveRoof® brand hybrid green roof system was chosen as the planted roof on a “green” episode of the Emmy-award winning hit TV show “Extreme Makeover: Home Edition”. The special two hour episode, filmed in Buffalo, NY, will air on ABC Television on January 24 at 8:00PM.

Jamaican immigrant Delores Powell and her four children received an extreme makeover of their Buffalo home while they spent the week on a dream vacation. Volunteers led by builder David Homes Construction built the family a new home incorporating energy saving and environmentally friendly products and practices.

The episode was extended by an hour to cover the additional volunteer work performed on more than 100 projects in the surrounding neighborhood.

LiveRoof, LLC, based in Spring Lake, Michigan, donated green roof modules for the family’s home. The trays arrived fully grown with succulent plant species selected for cold winter hardiness. Kees Govers, of LiveRoof Ontario, Inc provided on-site direction for the team of volunteers working on the green roof system. “It was an awe inspiring experience to see the thousands of volunteers participating and all of the companies who donated their services and products to change the entire neighborhood,” states Govers. “Participating was a once in a lifetime experience.” LiveRoof Ontario, Inc is one of twenty companies who grow LiveRoof brand systems throughout the US & Canada.



A team of volunteers installs LiveRoof® green roof modules on ABC's Extreme Makeover Home Edition in Buffalo, NY. Local companies LiveRoof, LLC (Spring Lake) and Permaloc (Holland) provided materials for the green roof system.

The designers incorporated a LiveRoof brand green roof on the project for the financial and environmental benefits it provides. Such benefits include storm water retention, whereby the soil in the water soaks up rainfall and reduces the amount of runoff into the municipal storm water system. Green roofs protect the roof from exposure to the elements which can keep it watertight two or three times as long as a traditional roof. The plants provide a cooling effect, reducing the need for air conditioning in the summer months.

LiveRoof, LLC is a subsidiary of Hortech, Inc. LiveRoof brand green roof systems have been installed on many green roofs in the US and Canada, including The Van Andel Institute (Grand Rapids, MI), Toronto City Hall Renovation (ON), Vancouver Olympic Village (BC), Unilever Corporate Headquarters (Englewood Cliffs, NJ), a Make It Right Foundation home (New Orleans, LA), Habitat for Humanity (Bronx, NY), the Nature Conservancy Headquarters (Indianapolis, IN) and hundreds more projects on institutional, municipal, commercial and residential buildings.

“Having LiveRoof selected for Extreme Makeover has been an honor for us, and it is exciting to see our product used on an inner city residential property,” states LiveRoof, LLC president Dave MacKenzie.

For more information on LiveRoof, LLC, please contact Amber Poncé at 616-842-1392 or visit <http://www.liveroof.com/>.