

For immediate release

Green living alive and well in Canada

“British Columbia Development is LEEDing the way”

Vancouver, British Columbia, Canada, February 18th, 2010. The home of the 2010 Winter Olympics is swiftly becoming known for its commitment to sustainability; with elements of green living prevalent in many of the Olympic Venues, the athlete’s village, even in its transportation.

Green living is incredibly important to these British Columbian’s; and that sentiment seems to ring true right through the province. A media reception was held over the games where international journalists and trade delegates were invited in to learn about an “undiscovered jewel” in the province called the **Okanagan Valley**. People from the Okanagan talk about sustainability as if it isn’t an option; and one project in particular stood out as a shining example of dedication to better living.

Within the city of Kelowna is **SOPA Square** - a cutting edge sustainable real estate development slated for completion in 2013. SOPA Square is the only “true to the book” sustainable housing option in the Okanagan Valley.

SOPA Square intends to set a GOLD standard in LEED – a program created by the Canada Green Building Council. The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ accelerates the global adoption of sustainable green building and development practices through the creation and implementation of universally understood and accepted tools and performance criteria. LEED is a third-party certification program and an internationally accepted benchmark for the design, construction and operation of high performance green buildings.

Just a few hours east of Vancouver, the Okanagan Valley is often touted as “Canada’s Napa Valley or French Riviera”. The Valley has a population of over 300,000 and offers a dry and mild climate, stunning natural beauty and boasts over 120 wineries within a three hour drive. Kelowna is the largest city in the Okanagan Valley, with approximately 125,000 residents.

SOPA Square Developers Edgar and Stacey Fenwick believe building GREEN is the only way to build in the future. “By reducing the amount of energy, water and land consumed, we minimize our impact on this beautiful planet. Our project will exemplify LEED practices with the use of environmentally sensitive building materials, solar panels, green roofs, natural lighting and an air-to-air flow exchange system - very similar to the system being used in the Olympic Village” states Stacey.

Architect for the project Busby Perkins+Will furthers the thought: “green building is not simply a process of reducing environmental impact. It’s re-thinking the relationship between nature and humans.”

On the heels of the advancements of green living in Europe, it appears Canada, British Columbia, and SOPA Square are surely gaining momentum.

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About SOPA Square:

Life at SOPA is about enjoying luxurious living while making an ecologically conscious choice. Your home is architecturally stunning and built with the highest standards of sustainable design, what CONSCIOUS LIVING is all about. SOPA Square is located in the desirable, vibrant SOuth PAndosy (SOPA) area of Kelowna where beaches and parks are only a few minutes away. The street level of SOPA Square will host an array of retail shops, a market square, boutiques, restaurants and sidewalk cafes in a trendy, pedestrian friendly atmosphere.

www.sopasquare.com

About the Developers:

Edgar Fenwick was born in Kelowna after his father moved to the Okanagan Valley during the depression, where the Fenwick family has been for over 80 years. Edgar is a real estate developer with a solid builder background, and has a passion for building quality projects and products ahead of their time. He has been building commercial projects for 25 years and has always believed that great architecture should blend with the environment. Edgar was the very first to build R2000 homes in British Columbia, the first to build Commercial Geothermal office buildings in Kelowna, and is now the first private developer to build LEED Gold in the Okanagan Valley.

Stacey Fenwick was also born and raised in Kelowna and leads the sales and marketing of the quality projects build by her father Edgar. Her business acumen has her currently working on her MBA while she leads the SOPA Square Sales team. Her love for the Okanagan and it's beautiful environment inspires her commitment to the community of SOPA Square, whereby the vision is to provide residents with the only European-inspired urban lifestyle in the Okanagan. Stacey will also be an owner and resident of SOPA Square

<http://www.sopasquare.com/blog/meet-the-team/>

About LEED:

<http://www.cagbc.org/leed/what/index.php>

About Kelowna:

<http://www.tourismkelowna.com>