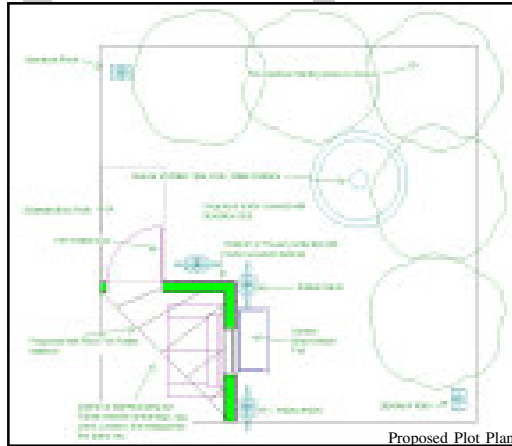




Fire Away!

Design elements to include, but not limited to: partial house/room with fire retardant furnishings and flooring, partial fire proof roof, intumescent paint and exterior coverings, fire extinguisher, smoke alarm, fire resistive plants, landscaped yard, literature rack, water features, etc.



We are dedicated to attending the best attended home shows and trade events in southern California. Our working relationship with the NEC Group, Inc, owners of 13 each home shows in southern California and Utah, allows us to reach the most qualified and demographically desirable homeowner - your customer, at each Home Remodeling & Decorating Show plus Eco-Expo. This is the longest consecutive running home show with venues at the Los Angeles Convention Center, Orange County Fair & Event Center and the Pasadena Convention Center. Thirty-three years in running each home show is heavily publicized to draw attendees to the show. In addition, we've partnered up with AdrenalineRadio.com, the exclusive Internet radio broadcast station for 10 years running at the nations largest ski and snowboard show, Ski Dazzle. Where there's trees, there's fire! And we'll be there to help you put it out!

Sustainable Environmental Education, a 501 (c) 3 nonprofit organization, presents:
Fire Away! Indoor & Outdoor Fire Protection
 in an interactive display featured at Southern California's most attended home and trade shows.

Firefighting has assumed the scale and sophistication of military operations. A century after the government declared war on wildfire, fire is gaining the upper hand. Recently Santa Barbara's backfires on a single day cost \$2.5 million. Three months later the invoice reached \$140 million making it the most expensive wildfire ever waged by the US Forest Service. The Ecological, Environmental and Monetary aspects of the fire season are overwhelming. Between January 1, 2008 - September 6, 2008 California alone had 7,670 fires damaging 374,176 acres of land.

From 1990-2000, 61% of housing built in California, Oregon and Washington more than a million homes bloomed in on the edge of fire prone wild lands. Couple this with the worse drought in 17 years, these trends promise to threaten nature, homes, and lives for a long time.

In a collaborative effort with agencies and industry Sustainable Environmental Education (SEE), a nonprofit 501(c) 3 is preparing to offer fire education for today's homeowner in an interactive display featured at the Southland's most popular venues.

Event	Date	# of Days	Est. Attendance
2008			
Home Show, L.A. Conv Ctr	Oct 10-12	3	25,000
Home Show, O.C. Fairgrounds	Oct 24-26	3	25,000
Ski Dazzle, L.A. Conv Ctr	Dec 4-7	4	100,000
2009			
Home Show, O.C. Fairgrounds	Jan 17-18	2	20,000
Home Show, L.A. Conv Ctr	Feb 21-22	2	20,000

To help support and for additional details, contact Esther at 562-945-6469.