

## **GREEN PAVERS WEBSITE ADVANCES AS FIRST OF ITS KIND**

LOMBARD, Ill. (July 22, 2009) – Live as of April 22, 2009 WhyPaveGreen.org has been receiving positive functionality reviews in the permeable paving, storm water management, and water recovery industries.

As the first of its kind, WhyPaveGreen.org was designed to offer easy to use functions that would allow viewers to receive education, news, resources and expert advice in recharging the environment, improving water quality and revitalizing the earth through permeable pavers innovative storm water management.

The site is equipped with illustrations and videos to serve as an educational overview and to offer full demonstrations on the benefits of paving green. The videos were first uploaded to YouTube and then pulled into the WhypaveGreen.org site in order to preserve space by not housing the file on the website itself. This allows for a quicker load time on the site, while making it easy to share the video with others.

Beginning in July, a new functionality was added to the site to allow viewers to upload their own articles, facts or photos that may pertain to the green industry. These items are reviewed by site staff to be determined if they are accurate and valuable to those in the industry. If so, the staff is able to quickly add the information you shared to [whypavegreen.org](http://whypavegreen.org)

Other functionality features include, but are not limited to, expert advice through blog postings, an easy manufacturer locator tool, industry news and the opportunity for users to forward information from the site to someone else.

For more information about the site or if you're asking why pave green, check out [WhyPaveGreen.org](http://WhyPaveGreen.org) and don't forget to "email a friend."

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