



CONTACT:
Rachel Lincoln Sarnoff
310-694-0698 or rachel@sugarpr.com

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ANOTHER BRIGHT IDEA FOR GOING GREEN: TAKE YOUR MORNING SHOWER WITH A ROADRUNNER

Going green doesn't have to end with changing a lightbulb; evolve's Roadrunner showerheads are as simple, yet more cost-effective, than a CFL

Scottsdale, AZ (June, 2008) — We can't all be Ed Begley Jr., but that doesn't mean we don't want to do our part to help the environment. With our busy lifestyles we're looking for easy, cost effective fixes that can help us grow "greener". Easy-to-install, energy-saving, inexpensive CFL light bulbs save electricity and make us feel better about our consumption. Similarly, **evolve's acclaimed Roadrunner showerhead installs quickly and easily to save water, energy and money.**

"Changing a light bulb has become a popular way to do your part," says Troy Sherman, VP of Sales and Marketing for **evolve**. "But many people don't realize that changing your showerhead can be just as easy—and it has an incredible impact on reducing your energy and water use."

And since showers consume more than 15% of all home water usage, and hot water heaters eat up 19% of all home energy use, the savings can really add up. **evolve's** Roadrunner showerhead is uniquely engineered to deliver a great feeling shower—no wimpy water stream here—while adding luxury and convenience to your morning routine.

"The Roadrunner's integrated ShowerStart technology actually makes your mornings better," Sherman continues. "ShowerStart lets you do something else like brush your teeth while waiting to shower, and it tells you when your shower is actually warm and ready."

The Roadrunner's ShowerStart technology can save a family of three as much as 2,700 gallons of water per year and the energy used to heat it, but the savings don't stop there. Consider the additional benefits generated by Roadrunner's pressure compensating flow regulation technology and the savings jump up to as much as 7,665 gallons and \$230 per year.

The typical single-family home has approximately 45 installed light bulbs. That requires an investment of approximately \$135 to convert from traditional incandescent bulbs to the much "greener" CFLs. On the contrary, outfitting the typical home with two Roadrunner showerheads costs less than \$80—a 41% savings.

While costing less, the Roadrunner also delivers more. "Like the CFL the Roadrunner saves energy, but unlike the CFL it also saves water," Sherman says. "By saving both water and the fossil fueled energy to heat it, the Roadrunner does double duty."

Evolve's Roadrunner showerheads are sold for \$39.99 at retailers nationwide, or online at www.evoveshowerheads.com. Celebrity fans include Kelly Rutherford ("Gossip Girl"), Matthew Rhys ("Brothers and Sisters"), Amy Brenneman ("Private Practice") and Anna Getty.

