

For immediate release

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### **2008 *Southern Living* Idea House has Thousands of Visitors, Aids Local Charity**

Halfway through its four-month open-house run, the 2008 *Southern Living* Idea House, built by the EcoBuilders of Asheville, is racking up some impressive numbers and accumulating some interesting factoids:

- More than 4000 people have visited the house in Whisper Mountain since it opened on June 21.
- From visitation fees, \$7,760 has been raised for Mission Children's Hospital and there are still seven more weeks left for touring.
- Visitors have come from North and South Carolina, Virginia, West Virginia, Tennessee, Alabama, Georgia, Florida, Mississippi, Louisiana, Texas, Ohio, Kentucky, Indiana, and Washington D.C. Outside of North Carolina, most visitors are from Florida.
- According to anecdotal data from the site, many visitors are either building a new home or renovating an existing home, and come in search of ideas for their own project. Women seem to be primarily interested in interiors, fabrics, design aspects, paint colors, furniture, and art, while men's interest tends to gravitate towards the home's systems, landscaping, exteriors, warranties, installation procedures, etc. Both men and women are equally interested in prices and the availability of these products in their area.
- Some visit the house while on vacation, and others plan their vacation around seeing the house.
- Some visitors stay for 10 minutes while others stay for five hours.

The 2008 *Southern Living* Idea House at Whisper Mountain is open through Oct. 12. Hours are 11 a.m. – 5 p.m. on Wednesday through Saturday and 1 p.m. – 5 p.m. on Sunday. Tickets are \$5 at the door, and a portion of the proceeds from ticket sales benefits Mission Children's Hospital.

Whisper Mountain is located 17 miles northwest of Asheville on Highway 63.

The house is for sale through EcoHouse Realty. For more information, contact Jack Bebbler at 828.450.6611.

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