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**THE ENERGY TRUST BETTER LIVING SHOW'S SECOND YEAR DRAWS MORE THAN 20,000 ATTENDEES**

**PORTLAND, Ore. – April 7, 2009** – Big crowds turned out for the second year of the Northwest's largest sustainable lifestyle event, the Energy Trust Better Living Show, held at the Portland Expo Center, March 27-29. This year's show drew more than 20,400 attendees – an increase of 1.5% from last year.

The Better Living Show featured all things green, from eco-fashion and furnishings to solar technology and geothermal energy to edible landscaping and green careers.

"Through our Good Energy House at the Better Living Show, Energy Trust was able to engage one-on-one with Oregonians, providing an opportunity for homeowners to talk with our energy experts and get lots of ideas in one place," said Amber Cole, director of communications and customer service at Energy Trust. "It also offered a one-stop shopping experience, since we could refer those looking to make energy saving home improvements to our trade ally contractors, which had booths nearby."

Throughout the weekend show-goers explored, sampled and shopped for earth-friendly products and services from more than 250 exhibitors. They also had the opportunity to learn more about sustainable choices from the show's 135 hours of free presentations and seminars. The show also featured live music, cooking demonstrations and educational kids' activities.

"Portland General Electric's Planet Kids area at the Better Living Show was a great success," said Gail Baker, director of corporate communications at PGE. "Hundreds of kids participated in activities and learned about sustainability, energy efficiency and renewable power options."

In addition to exploring eco-friendly products, services and entertainment, attendees also had the opportunity to get rid of hard-to-recycle items at the Recycling Plaza. The Plaza collected enough items to fill one and a half semi-trailers, including: 17 car seats, 945 cubic feet of Styrofoam, 35 pounds of batteries, and 6,800 pounds of electronics, including computers, TV's and microwaves.

The Better Living Show also provided show-goers the rare opportunity to explore new career options at a Green Jobs Fair. At the fair, show-goers could meet with eco-friendly employers and investigate a growing industry, full of new job possibilities.

"The Green Jobs Fair at the Better Living Show is the next great step in the Northwest's march to be an international clean-tech leader," said Dexter Gauntlett, Senior Research and Marketing Associate at

Clean Edge, Inc. "Connecting enthusiastic job seekers and students to leading global clean-tech companies like SolarWorld and Vestas is exactly what Clean Edge Jobs is all about. Kudos to the Better Living Show staff and volunteers for pulling off an amazing event."

**About the Energy Trust Better Living Show**

Free and open to the public, the Energy Trust Better Living Show, the Northwest's largest sustainable lifestyle show, took place Friday, March 27 through Sunday, March 29, 2009, at the Portland Expo Center. The Better Living Show is designed to empower attendees to become more thoughtful consumers and lessen their impact on the environment by learning about sustainable, healthy and practical lifestyle products and services. For more information, visit [www.betterlivingshow.org](http://www.betterlivingshow.org).

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