

Affordable Green Housing for Disaster Recovery and the Impoverished [word count: 640]

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On April 19, 2009, San Diego's Earth Fair 2009 in Balboa Park will showcase environmentally-friendly houses that can be built in just a few hours. Icology Group's houses are extremely affordable at less than \$10,000 per 400 square foot structure, are environmentally beneficial, and are expected to have a huge social impact by providing disaster victims and impoverished communities access to quality, affordable and ecologically sound housing.

"Our vision is to increase home ownership across the globe and eradicate sub-standard living conditions," explains Jacky Vel, CEO and Co-founder of Icology Group, Inc., based in San Diego. "Giving someone dignity, security and protection from the elements by providing adequate shelter is the most effective way to empower an individual to lift themselves from poverty."

Within just a few hours of arriving at a site, a modest yet structurally and ecologically sound house is built. Electricity and plumbing may be added to those homes used as permanent shelter. Additional rooms and income-generating add-ons may be added as the owners financial means allow.

During the Earth Fair you will have the opportunity to walk into one of Icology Group's amazing homes; a full-scale unit that will be built during the event. Icology Group will be demonstrating the assembly of their 400 square foot model in order to showcase the speed and ease with which their homes can be built, as well as to demonstrate the strength and quality of their structures. Icology will also host Habitat for Humanity, Fuller Center, St. James Episcopal, Youth With A Mission, and other like-minded advocates at their booth.

"Inspired by IKEA, our unique modular design of interlocking components makes the solution highly adaptable to disaster recovery as well a permanent housing" states Chris Scott, Co-founder of Icology Group and inventor of the I Home™. "When disasters strike like during Hurricane Katrina and in 'Tornado Alley', these ready-to-assemble structures offer immediate shelter."

Icology's emergency shelter is 96 square feet (8' x 12') and can be stockpiled as flat pack kits and shipped to disaster areas where recovery agencies can quickly assemble the parts into shelters. Icology's housing kits include all parts and tools necessary for construction. As with all Icology homes, you do not need construction experience to fit together the pre-formed wood pieces, and assemble them into a house making them ideal for self assembly by the occupants or by volunteers. All of Icology Group's homes can be dismantled, moved and re-assembled once a longer term recovery plan is established.

Icology's homes are also environmentally-friendly. The patented wood profiling process provides a valuable bi-product of wood shavings used to make oriented strand board or wood pellets. With very little wood lost to waste and with significantly improved utilization of smaller diameter logs more trees are saved when manufacturing these homes in comparison to construction using standard lumber, making I Homes an affordable "Green" solution. Additionally, Icology's flat pack designs reduce transportation costs, saving a tremendous amount of fuel during transportation. Fifteen small homes can fit in one 40 foot container.

Volunteers are welcome at Icology Group's house assembly on April 19th, from 7 a.m. to 10 a.m. and 4 p.m. to 7 p.m. Bring your enthusiasm, sturdy shoes and an ID, and Icology will provide the rest. Children and teenagers under 18 require guardian approval to participate. To sign up as a volunteer at the Earth Fair, call Jacky Vel at (760) 402-1696. To learn more about Earth Day 2009, please visit www.eathdayweb.org

Icology Group, Inc was formed in 2008 as a for-profit C corporation with all profits dedicated to the pursuit of their vision. As a social enterprise, Icology Group and its investors measure their performance by social impact as well as by profitability. Those who are interested in partnering with Icology Group can contact Jacky Vel at (760) 402-1696 or visit the website at www.icologygroup.com