



AMERICAN RIVIERA BANK

Media Advisory

Special Event to Preview the film “Green From the Ground Up” American Riviera Bank Hosts Santa Barbara’s Green Movement Stakeholders Highlights “Green on Green” Program

- When:** Thursday, July 24, 6 – 8 pm
- Where:** American Riviera Bank, 1033 Anacapa Street
- Who:** Key Stakeholders of the Green Movement, including City Officials, City College leadership, Design and Real Estate Community Leaders and investors in “green” homes
- What:** “Green From the Ground Up” is an award winning builders’ proto-type eco-home in the foothills of Santa Barbara; a 40 minute film and time lapsed case study of this dream spec house will be previewed at the event. The film will be used by City College as an important education tool to teach their green curriculum. Inspired and developed by Joe Campanelli of Campanelli Construction, the home and film is a collaboration of Santa Barbara’s most cutting edge participants from the green building movement. American Riviera Bank financed this project as part of its “Green on Green” Program to support environmental models.

Please note that this event is by invitation only. For more information on the event, initiative and media coverage details, please contact:

Michelle Martinich, SVP, CFO: 805-730-4992