

**Friday, April 16, 2010**

**The Wellnet Foundation Fundraiser**, 6:00 pm at the Milton Theatre, 110 Union Street, Milton, DE. DNREC Secretary Collin O'Mara welcomes EDEN to Delaware. Come to enjoy award winning singer/songwriter Doug James, hors d'oeuvres by Nourish, Dogfish Beer and Bin 66 wine. Advance ticket purchase recommended. \$39 donation per guest. For info visit [www.thewellnet.org](http://www.thewellnet.org) or call Dr. Furtado at 302-542-3400.

**Press release:**

### **A Garden of Opportunity: The EDEN Program**

On Friday, July 16 at the Milton Theatre, the Wellnet Foundation is hosting DNREC Secretary Collin O'Mara as key note speaker for the launch of the EDEN Program, Energize Delaware Now. Our fundraiser provides an opportunity for an evening of networking, information and enjoyment of local food and drink, while listening to award winning singer/songwriter Doug James.

Secretary O'Mara, of the Department of Natural Resources and Environmental Control, understands the goals of the EDEN program on a practical level. He works with Governor Jack Markell to create a thriving green economy and a sustainable natural environment in the state of Delaware. Previously, O'Mara served as Clean Tech strategist for the City of San Jose, CA and in 2007 became the primary architect of San Jose's Green Vision, an ambitious 15-year plan to transform the Silicon Valley into a world center of clean technology innovation and demonstrate that the goals of economic growth and environmental sustainability are inextricably linked. During his time there, the city attracted 50 companies and created 3,000 new jobs, and \$2 billion in new investment.

EDEN is not a place. It is a frame of mind and an attitude about finding business solutions that work in harmony with the environment. EDEN projects identify practical and economic solutions for environmental challenges.

EDEN's mission is to promote renewable energy and the use and recovery of renewable resources in a "Green Circle of Life", like energy, water, agriculture, and waste streams from food and industrial processing. Byproducts from the use of these resources are recovered into components of products in the marketplace, for which there is real demand.

"Economic recovery for our country is foremost in most peoples' minds. We know that businesses in renewable energy create more jobs than other energy industry sectors," explains DC Kuhns, executive director of the Wellnet and a veteran of the renewable energy industry. "EDEN's primary goal is economic recovery, through the recovery and re-use of renewable resources."

"Our goal as a grassroots non-profit foundation is to tap into Delawarean's common sense solutions for economic recovery. We have leadership in place for success at the state level, we have homegrown ingenuity, and we know that environmental transgressions have serious costs, especially to our health," describes Dr. Kim Furtado, a founder of the Wellnet, and currently a program director. The Wellnet's EDEN program is based on the idea that economic success is most stable when it is achieved within sustainable practices for the environment. Economic success built upon the neglect or injury to the environment has contributed to the growth of some of our current economic crises. "There is little road to the Garden of Eden, or a space of prosperity and abundance, if business as usual ignores environmental costs," she explains.

Lori Lake, owner of Green Delaware, an online resource that focuses on regional economic development and community education pertaining to everything "green", is a program director for EDEN. "We have designed the EDEN programs to maximize their impact on the community by being focused on demonstration projects. It is one thing to provide education about environmental solutions. What we are trying to do is take it one step further. Demonstrate the economic model in a practical pilot program. Solve an environmental problem and create jobs in the process. That is what EDEN is all about."

There are four key arms to the EDEN project, which all work together to catalyze solutions to environmental problems through economic recovery and jobs.

Our first demonstration project is bringing solar to farmers through the Clean Engin Fund. Working collaboratively with Discover Bank and other entities, we have an assembly line of renewable energy projects

across the state. The Clean Engin financing provides cost savings to agriculture and will bring jobs to Delaware. We will build solar systems on poultry houses, wastewater treatment facilities, and affordable housing units. Farmers and rural businesses gain more cash flow through their use of renewable energy in their business.

Return to EDEN catalyzes demonstration of new economic models. It is specifically designed for economic development activities which foster new markets in renewable resources. The first pilot, called REPLENISH, reclaims organic byproducts from restaurants. We all know that landfills are not a sustainable model for our resources. Reclaiming organic waste from generators like restaurants just makes sense to everyone. The key is overcoming the financial and logistical obstacles to reclaiming that valuable resource, and transforming it to compost for local growers, who in turn would grow for the restaurants. Our circle of economic recovery works to reclaim restaurant by-products, replenish local farmers, and restore economic stability.

Entrepreneurship is ignited through our Entrepreneur Forums, where we will bring together entrepreneurs who have business plans suitable for investment with venture capital. Our forums serve as training grounds, working in collaboration with local business leaders and educators, to create practical business solutions within the resource reuse and recovery models for sustainable practice.

Educational outreach is through our Ambassadors to EDEN program, that was piloted at Southern Delaware School of the Arts this past spring. EDEN provided the students with project examples from each of the six sectors in our "Green Circle of Life". Our objective is to nurture eco-efficient thinking so that students can recognize the opportunities for business with the stuff we throw away.

Our evening of local food and drink brings an opportunity for learning more about these innovative and exciting aspects of the EDEN project.

Doug James is an award-winning singer/songwriter whose songs have been performed and recorded by artists and producers such as Dionne Warwick, Joe Cocker, Barry Manilow, Michael Bolton, Dan Hill, Cher, Laura Branigan, and Chaka Khan. His songs include such hits as, "After You"; "I Fall All Over Again"; "Don't Tell Me, Tell Her"; "Break It To Me Gently"; and the 1990 BMI Song of The Year, "How Am I Supposed To Live Without You." Doug works mostly out of New York City and his hometown of Rehoboth. In 2008, the Rehoboth Beach Jazz Festival honored Doug as its Performer Of The Year.

The Milton Theatre is located at 110 Union Street in Downtown Milton. The evening starts at 6:00pm with hors d'oeuvres by Nourish, Dogfish Beer, Bin 66 wine and entertainment by award winning singer/songwriter Doug James. Be there when DNREC Secretary Collin O'Mara welcomes EDEN to Delaware. Come to enjoy how together we can create a Garden of Opportunity through EDEN and help be a part of the solution. Advance ticket purchase recommended. \$39 donation per guest. For more info, visit [www.thewellnet.org](http://www.thewellnet.org) or call Dr. Furtado at 542-3400.