

NEWS RELEASE

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For Immediate Release

ROOT DOWN PUTS DOWN GREEN ROOTS IN DENVER

DENVER—February 20, 2009—Highland's latest craze, Root Down, has certainly made a strong impact on the neighborhood and Denver restaurant world as a whole, but this new joint is also doing everything it can to LESSEN its impact on the earth itself.

"Going 'green' really seems like a 'here and now' issue, and at the same time it's a bigger picture issue," said owner Justin Cucci. "When something is both micro and macro, it's an "aha" moment on what it takes to achieve a balance, and what the right thing to do is. It just makes sense that this is the way to go."

Testaments of Root Down's sustainable philosophy can be found all around the restaurant, from the food to the building to the art. Not only are they 100% wind powered, but 70% of the restaurant was built with reclaimed, recycled and reused materials.

Almost all the furniture is vintage and reclaimed, the floor and bar top are created from a basketball court and bowling alley, and the host table is formed out of an old air compressor, taken and repurposed from its previous use in the original service station.

Even the art has an earth-friendly flair. Take the giant tin can wall, made out of over 1500 recycled can lids. Who knew you could recycle from a recycling center! The wall, one of the first things you see when you walk in, is a tasteful display of Root Down's earth conscious mentality while offering a surprisingly elegant touch to the private dining room.

Root Down uses reverse osmosis for all its drinking and cooking water, eliminating the need for bottled water. Reverse Osmosis is a treatment system that basically acts as a filter

to clean and create fresh drinking water, so the restaurant can supply its own instead of relying on outside sources.

Speaking of water, have no worries about wasting it when you flush—Root Down uses dual flush toilets, which are designed to save an estimated 40%-70% on water consumption.

Naturally the food is no exception to the green style of Root Down. The kitchen uses as many local products as possible and creates dishes with sustainable meats and fish. In fact, the restaurant will be opening two onsite gardens in the spring, so not only will the herbs be “local,” they’ll be straight from the restaurant itself.

As the weather starts to warm up, Root Down will also be taking advantage of 5 retractable garage doors that will open up to cool the restaurant during the spring and summer. This will cut down on wasted energy with air conditioning, while also providing a great atmosphere for the restaurant goers.

Root Down uses only recycled paper for its printing needs and does its best to keep paper products to a minimum. And if, by chance, you can’t finish your meal, of course you can take it home in one of Root Down’s eco-friendly and biodegradable to-go containers to savor your dish later.

“Being ‘green’ is really a creative decision,” said Cucci. “I think there is a great challenge on achieving high design with reused, reclaimed materials, that pushes creativity and collaboration to new heights and has very exciting results. It also allows us to take a new direction in being conscious and appreciative of fruits of the mother earth ‘tree’.”

About Root Down

Root Down offers globally inspired seasonal cuisine with high-level service and a funky casual atmosphere. Located at 1600 W 33rd Avenue in Denver, the restaurant is open 5pm to 10pm Monday through Thursday and 5pm to 11pm on Friday and Saturday. Sunday Brunch is available Saturday and Sunday from 10:00-2:30pm. For reservations or any

other inquiries, please call 303-993-4200 or visit the website at www.rootdowndenver.com.

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