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The Wright Scoop

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The Wright Scoop Hosts Book Signing – From Eco-Weak to Eco-Chic: Landscape Green

Richmond based *The Wright Scoop* – consultant, lecturer, & wordsmith, *Sylvia Hoehns Wright*, nationally recognized contributing writer and communications specialist, hosts signing of her book, *From Eco-weak to Eco-chic: landscape green*.

richmond, VA, November 07, 2009 --([PR.com](#))-- Event Details –



Saturday December 5th from 11 a.m. to 2 p.m., Wright hosts a signing of her book - *From Eco-weak to Eco-chic: landscape green* - during Sneed's Nursery & Garden Center holiday event, www.sneedsnursery.com, located in Richmond VA on 8756 Huguenot Road. For event details, contact 804-320-7798.

From Eco-weak to Eco-chic, landscape green.

"Whether experienced or a novice," says Wright, "the challenge for the present-day homeowner and/or Industry professional is to create a landscape/garden from an eco-chic point of view, a "waste not, and want not" ecological commitment: be a caretaker for the environmental community."

Through combining workshop style assignments with research and 'hands-on' experience, she shares eco-strategies that respect an existing vista, preserving and enhancing its health. "For," as Wright says, "any style landscape, plants should not simply be a result of traditional design but be the right plant, installed in the right place at the right (optimal) planting season - creating landscape green, sustainable urban/suburban communities that enhance green space for today and future generations."

Eco-chic Label History –

Somewhat jokingly, Wright refers to the history of her present-day title, eco-chic landscape gardener. As she says, "Initially, media referred to my strategies as the by-product of a naturalist. Then, when I contributed to state-wide Virginia media publications, I became known as eco-wise. After speaking and publishing in the DC area, my work was referred to as eco-savvy. And, through participating in the annual Green Festival held in DC, I picked up the

label, eco-chic. Nevertheless, regardless of the eco-title – itself - as long as people hear my message – strive to achieve ‘ultimate green’, I’m happy.”

Through partnering with Green Industry professionals and events, Wright challenges all to green their landscapes eco-chic style - the right plant, installed in the right place at the right (optimal) planting season - creating a legacy of green for their community. Recognized for her effort, Wright is the recipient of the 2008 ‘Turn America from Eco-weak to Eco-chic’ award sponsored by Project Evergreen and Hines Horticulture.

The 2009 Difference –

Historically, earth-friendly strategies are defined in terms of reduce, reuse and recycle but eco-chic takes this definition a step further. “Eco-chic spaces are not just the result of a lifestyle choice but a reflection of how we feel about the environment,” says Wright. “While keeping it simple (as in simple living) is the name of the game, there is a more important underlying factor – a commitment to ultimate greening: providing for the present without sacrificing the future.”

A hands-on landscape gardener, Wright participates in nation-wide plant testing. As a result, she gained familiarity with programs such as the ‘Southern Living Plant Collection’, ‘Proven Winners’, ‘Plants that Work’ and many more. Still, for 2009, she advocated consumers take the concept of sustainability a step further, not simply use plants that works-well in their region but those that contribute to regional economic sustainability: developed, grown and distributed within their community.

To Wright, as a Central Virginia gardener, her advocacy means the support and use of a newly released line of plants, Beautiful Gardens®, www.beautifulgardens.org.

Career History -

A Virginia Master Gardener, graduate of Lewis Ginter Botanical Garden’s landscape design courses and the Virginia Natural Resource Leadership Institute program - Wright was featured by Virginia Home Grown WCVE Richmond PBS TV, State by State Gardening magazines and Birds & Blooms magazine for her hands-on eco-strategies. A contributing writer for the Washington Gardener, Virginia Gardener, Green Profit, HouseTrends and Today’s Garden Center magazines and Times Dispatch and Mid-Atlantic Grower newspapers, she blogs on HGTV-green, <http://www.buildinggreentv.com/user/thewrightscoop/blog> and volunteers as PR for the VA Green Industry Council, www.virginiagreen.org . In 2008, Wright was recognized by the Press Women of Virginia as a ‘role model green writer.’

Words of Praise for Wright’s Work –

“Sylvia’s eco-chic advocacy embodies every aspect of the consumer education campaign we hoped to inspire,” said Den Gardner, executive director of Project EverGreen, www.projectevergreen.com. “The judges were impressed with her ongoing effort to teach eco-green. For, our vision is to be a global organization that empowers people within communities to change society through the responsible creation and preservation of sustainable green spaces, such that the ever-increasing impacts of global warming in the world are measurably reduced; because Green Matters!”

Publication Details -

For those who can not acquire a copy of Wright’s book during the scheduled signing, books will remain on site or are available through Wright’s web site www.TheWrightScoop.com or contact Sylvia@TheWrightScoop.com or call 804-672-6007.

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