

Introducing Pholia

Anne Marie Daniolos:

Thinks Green. Lives Green. Paints Green.

FOR IMMEDIATE RELEASE:

July 17th, 2009, TORONTO. ON: While working on an HBA in Environmental Studies at York University Anne Marie's enthusiasm for eco intelligence was tweaked and a profound interest in building green began to take form. Driven by the idea that nature offers "elegant solutions" that can be mimicked in how we design our homes is Pholia's foundation and the premise of which the company is built upon.

In 2004, Anne Marie founded Pholia. Pholia offers expert painting services using eco-friendly paints that are created with the strictest environmental standards, are competitively priced and offer the finest quality in the industry to help you achieve the living/work space you want in a healthier way. Pholia's website can be viewed @ www.pholia.com.

Pholia's philosophy: **Thinks Green. Lives Green. Paints Green**; was spawned several years back. When asked about the companies mentality towards eco-living Anne Marie claims "I spent many years with my family in the suburbs experiencing headaches, stomach upsets and a general feeling of ill health, not knowing what was going on. Later I learned about the effects of 'off-gassing' where the toxins of new materials continue to float through the air and into our breathing space. It was important to me that a home promotes health, breathable spaces." Pholia has since sprouted from just residential to work, retail, commercial/industrial and eating spaces.

Anne Marie's love for the environment was fuelled by continued networking, volunteering with green organizations and taking various workshops within the green building industry. During this process Anne Marie developed the idea of Green Connections, an open forum, whereby Pholia affiliated it's with the best the industry can offer. Such connections include continued affiliations with groups such as Sustainable Building Canada, Canada Green Building Council, Annex Green Neighbour's 21 and Women's Environmental Alliance. Green connections and tips on eco-living for life can be viewed on Anne Marie's blog at <http://pholia.blogspot.com/>.

Pholia's current list of ever growing working affiliates includes: Yoka Clothing Company, Sugar Moon Salon, Designer Lisa Canning, Urban Space (401 Richmond and 215 Spadina), Paper Box Studio's, Permanent Ink, and Dalton Developments Construction.

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