

PIXAHOME

Twitterers "Follow" to Win a House for Free

A luxury eco-friendly home featured on The Discovery Channel's *World's Greenest Homes* and Channel4's hit show – *Grand Designs* could be given away in a competition, fully furnished for FREE in an October 2009 prize draw to a lucky Twitter User, has already attracted over 6,000 Twitter users.

Going Green: Building For the Future



The house was originally seen on Channel4 - *Grand Designs* and Discovery Channels - *The Worlds Greenest Home*.

Dubbed the 'Underground House' because of its eco-friendly design, the subterranean property is a meticulously constructed, modern townhouse in the heart of Cheltenham, one of the UK's most picturesque and iconic Georgian spa towns.

TV viewers saw the completion of the house as a triumph of eco-friendly design and it was labelled a 'magical house' by the programme because its main living area is located below ground but is filled with reflected natural sunlight.

As well as being fully insulated, it is heated by a ground source heat pump making it both economical to run and low maintenance. The house boasts what is one of the best energy ratings in the town – famed worldwide for its architecture and horseracing.

Green Giveaway: The Competition

Tim Bawtree (Owner and Promoter) tried to sell their Regency house in order to live their eco-friendly dream life, mortgage-free. But, the current property market has left the couple in a financial quandary, "In the end, we could not sell our old house," comments Tim. "We're now left in the worst case scenario of having two houses with two mortgages. But, because the *Underground house* is such a special property, we wanted to find an innovative way for us to sell it. Hence, the Free to Enter competition on Twitter"



Anyone can enter the competition from anywhere in the World as long they are 18 and agree to become a Follower of our Twitter Group. There is no purchase required and no catch.

Tim Bawtree (38) says "In order to give the house away as the First Prize we have to sell 90% of the pixel space on our website www.pixahome.com "Tim continues "Using the Twitter blog we have already been able to drive large amounts of traffic to the pixel page. With the cost of Pixel space starting at \$330 we feel that it offers a great investment in digital media for all sizes of customers from business, news services, politicians, charities and Twitter users worldwide." Tim has already had a lot of interest in the 4 days it has been launched with over 6000 Followers joining in the fun.

Tim adds "We believe we have a unique marketing campaign 'Pixel My Twitter' that will allow us to reach our goal with a great prize for one very lucky Twitter user" comments Tim.

According to Tim, the property is perfect for those looking for a mortgage-free step onto the property ladder or a luxury pied-a-terre during the world-famous Cheltenham racing season.

"This house has something for everyone. It looks after itself and, as it is being transferred fully furnished with all the

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15th June 2009

gadgets and mod-cons included, anyone wanting a little piece of television history or an eco-friendly million-pound slice of contemporary living has a chance of winning it for FREE”

A percent of Gross Ad Sales will go to Help 4 Hero's – “Help for Hero's has amazing support and we are very proud to do our part for the Charity. ”

Details on how to enter please visit www.pixahome.com



Ends

This release has been issued by Twelve Developments Limited who are the Promoters of Pixahome.com For further information please contact Tim Bawtree on tim@pixahome.com or Tim Bawtree on 07828 965213 Media Only Please

Notes to Editors

Prize is worth just under £1 million (UK sterling) - the property will be presented to the winner of the competition draw fully furnished with stamp duty and legal fees paid for.

First Prize Cost Breakdown (in UK sterling):

£750,000 Freehold House Main Prize / Mortgage Free

£ 50,000 Furnishings

£ 40,000 Payment Processing

£ 29,800 Stamp Duty /Property Tax

£ 10,000 Legal Work

These costs exclude any VAT, Charity Donation, Admin Costs and Secondary Prizes cash or goods

Property Details

12 Oxford Walk, Cheltenham, Gloucestershire, GL52 6DN
The Underground Grand Design

- 3 bedrooms (master with en-suite dressing room and wet room)
- Large contemporary spa room
- Family bathroom

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- Open plan living space incorporating sitting room/dining room/kitchen
- Playroom/cinema room
- Study
- Utility room
- Decked patio area and terraced gardens
- Off road parking

Situation

Tucked away from Oxford Street, Oxford Walk is a private no through road within Cheltenham's town centre. Cheltenham became a spa town in 1716, although its popularity flourished after King George III visited in 1788. Its heyday as a spa town was to last from about 1790 to 1850s and it was during these years that many of the town's fine regency terraces, crescents and villas were built. There is a wide range of excellent schools in Cheltenham including Cheltenham Ladies' College, Cheltenham College (co-ed), St Edwards and Dean Close. As well as superb educational facilities, the town is well known for the many literary and music festivals that it holds as well as the cricket and national hunt festivals.

Description

Recently featured on the Channel 4 *Grand Designs* series, 12 Oxford Walk has been constructed by current owners, Tim and Zoe Bawtree, where they have lived since last November. The property has a wealth of advanced technological features and eco-friendly design features, from the ground source heat pump providing the central heating and hot water, a highly insulated polystyrene and concrete construction under a rendered and painted exterior with a waterproof guarantee and an NHBC certificate, double glazing, underfloor heating, wiring for living control which is a multi media system and a video access control, a Rako wireless mood lighting system and a contemporary bathroom to name a few.

The accommodation lies on three floors. At the lower ground level is the main living space, incorporating an open plan large sitting/dining/kitchen area. Well lit with part glass ceilings and light wells and floor to ceiling folding glass panels, this area is particularly contemporary with an Intoto kitchen with AEG appliances including 2 induction hobs, 3 ovens (including steam oven), built in coffee machine, Zip tap (offering instant boiling and instant chilled water), electronic touch cupboards and drawers with Silstone (anti bacterial protection) tops, Elica cooker hoods and porcelain flooring. On this level there is also a utility room and a contemporary bathroom with a glass steam cabinet, also with light therapy and a rain shower, and a Villeroy & Boch invisible jet bath. Beyond the living space is an outside terrace with IPE hardwood decking and outdoor mood lighting. Beyond that the playroom/cinema room is wired for a cinema projector and surround sound. Both this reception and the main reception area have glass folding doors and the whole area can be opened up into one large living space, ideal for entertaining.

An oak staircase leads up to the ground floor. Glass and timber doors give ground floor entry with a video access control. The master bedroom suite is on this floor, with access out to the ground level decked outside terrace, an en-suite shower/wet room with Villeroy & Boch suite and a Daryll shower and a dressing room with Jesse units. Also at ground level is a study. On the first floor are two further bedrooms and a family bathroom with a Villeroy & Boch white suite. Outside to the front is a parking area and on the southerly side of the building two terraced areas with 'faux' grass and a stainless steel water feature. The whole offers a really light and contemporary feel with the amenities for real modern living.