

# BTW Mag for sustainable homes kickstarter needs \$3K, with 3 days to go



With three days to go, the kickstarter campaign for BTW (Behind the Walls) –a multi-platform media company devoted to beautiful, healthy, energy efficient and sustainable home, .is 85% funded. Led by our friend and Cambridge Innovation Center colleague Harold Simansky, BTW needs \$3K to get to \$25K tor will take in nothing at all. I hope you'll support the project. [Here's a link to the kickstarter site:](#)

Harold writes:

Environmentally sound, healthy homes can be as stylish as they are sustainable; as beautifully designed as they are responsible; as glam as they are green... and a lot less expensive than you might think.

Now that eco-awareness is (finally and thankfully) skyrocketing, the country has exploded with new ideas for the home—everything from innovative, energy-saving technologies and home automation systems to products, decors, and furnishings that are toxin-free, sustainable and beautiful. Now you can live a green life at home without having to choose between what's eco-friendly and what's style-friendly, what's efficient and what's expensive.

BTW is here to keep homeowners on the cutting edge, building a community that shares our vision of healthy, energy-efficient and sustainable building and renovation practices, met with beautiful design. We're also here to educate the community about service providers and funding—in the form of thousands of rebates and incentive programs—to make that possibility a reality. We want to make it clear that living a healthy, energy-efficient, and happy green lifestyle is within reach... and it all begins in the home.

## What We Do

We're creating a vibrant community of forward-thinking homeowners with *BTW: Behind the Walls*, a multi-platform media company that combines a magazine (both print and online), a website, social media, videos, blog posts, creative events, and—soon to come—podcasts and ecommerce, to help consumers envision and create a new kind of home and lifestyle.

Our goal is to help all homeowners understand, as they undertake some 20 million home improvement projects every year, how to do it more efficiently, more stylishly, greener, and healthier, using the best products, services and funding.

[https://www.kickstarter.com/projects/959029715/btw-the-magazine-of-beautiful-healthy-and-sustainable?ref=home\\_featured](https://www.kickstarter.com/projects/959029715/btw-the-magazine-of-beautiful-healthy-and-sustainable?ref=home_featured)

—Anita M. Harris

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