# Home and garden sections are filled with NAPS features offering helpful advice on how to:

- Save energy, time or money
- Select decor to best fit with lifestyle choices
- Transform any room
- Decorate to sell a home
- Increase the value of a home
- Protect home value
- Keep a home safe
- Expand into attics or basements
- Create a home office

### **Hints for Homeowners**

### Add Style And Color To Your Home

(NAPSA)—Whatever colors you choose, there are ways to paint your walls without spending a lot of green—and to add a splash of style to your home.

by your nome.

Por instance, washing brushes as soon as you're finished with them can help keep them in good shape and keep you from having to purchase new ones each time you paint. Similarly, you can wrap paint rollers with plastic wrap to prevent them from drying out overnight should you need to stop working on a room before painting is comblete.

is compete.

Even simple tricks, like using colors that complement your existing decor, can help control the cost of a decorating project. Of course, the right kind of paint helps, too.



Elegant colors and understated decor define this popular design scheme.

For example, a new paint called Behr Premium Plus Ultra Interior combines paint and primer in one can, which saves do-it-yourselfers time by reducing the need for multiple products.

Plus, it's made with what's known as NanoGuard technology to form an extra-protective shell that resists moisture, mildew, stains and dirt, and it's available



DIY decorators can use exotic colors, patterns and shapes to create an affordable at-home escape.

in 386 boutique, hand-selected colors. Palettes range from relaxing, organic-toned neutrals to more saturated and vibrant hues. Design-trend forecaster and Behr color expert Erika Woelfel says each one was chosen to be easy to combine and pleasant to live with.

"Color plays a huge role in today's home. Its first job is to convey personality and style. Since people plan to live with their purchases longer, the colors they choose must also have longevity, she explains. "Most importantly, they must be versatile enough to work well with other colors. This is the reason neutrals and earth tones are used so often. Grays, taupes sand, khaki and dusty versions of green or blue are key bridge colors. They can shift in one direction or another and complement brighter, bolder hues.

If you're having trouble settling on a color and design scheme for a room, stop by the new Ultra Color Center at The Home Depot. They feature six themed design approaches to help you match hues to decor and more, including these ideas:

#### Casual Charm

Homeowners looking to create an elegant, understated look

might opt for the Casual Charm palette. It uses simple but chic furniture and design elements such as attractive slipcovered upholstered chairs. Complementing paint colors include Green Energy, Retro Avocado, Sliced Cucumber and by Topiary.

Vintage Chic

If you prefer a peaceful oasts, you might take the Vintage Chic approach. It treats each room as sanctuary, offering a reminder of earlier, and seemingly simpler, eras. It features colors such as Caribe, Ozone, Lunar Shadow and English Channel.

Global Escape
You can decorate without bor-



Vintage colors and styles conjure memories of simpler times in this inexpensive and popular design.

exotic patterns, shapes and unique objects from different cultures—with the Global Escape palette. Colors featured include High Drama, Spiced Plum,

Tibetan Orange and Red Pepper.
You can learn more by visiting

# Consumers are guided by NAPS features with reputable expert opinions on:

- Quality
- Innovation
- Value
- Usefulness
- Safety

### CHIZENSHIP

Join Kids To Save Energy

(NAPSA)-A key way to save money is to save energy at home. To help, youngsters are showing their communities how to make energy-efficient changes.
The U.S. Environmental Pro-

tection Agency (EPA) ENERGY STAR program and Boys & Girls Clubs of America educate and activate their neighbors to be more energy efficient at home. Simple steps such as changing to ENERGY STAR-qualified lights or sealing atr leaks around doors and windows can save energy. They also save money and reduce green-



With your help, America's youth can save money, save energy and help fight global warming.

house gas emissions, which helps fight global warming.

You don't have to be a kid to spread the word about energy efficiency. Talk to your family and friends about it. Take the EPA's Change the World. Start with ENERGY STAR Pledge and commit to reducing your energy use. If every American household took part in the pledge, we would save more than \$18 billion in annual energy costs and prevent greenhouse gases equivalent to the emissions of more than 18 million cars. Visit www.energystar.gov/changethewo rld for ideas and information.

## Decorator's Notebook When It Comes To Flooring, The Bottom Line Is Value

(NAPSA)-Homeowners seeking an affordable way to significantly increase the value of their homes should glance down beneath their feet. Floors are among the largest surfaces in a home and have a dramatic effect. on the look and feel of each room.

Fortunately, fine floors don't have to pull the rug out from under your budget. That's because unsurpassed durability and ultrarealistic designs and textures are available with laminate flooring at lower prices than traditional solid wood and stone tiles.

"Laminate flooring is one of the best, easiest and most affordable ways to update and upgrade a home," says home improvement expert Ron Hazelton, host of "Ron Hazelton's HouseCalls." It can be installed directly over nearly any existing floor and is very DIYfriendly, requiring no glue, nails or staples to install. Maintenance is also a snap, as laminate flooring requires no refinishing and can easily be cleaned with just a damp mop.

He offers the following "lessons" for finding the best value in laminate floors:

## Lesson No. 1: Value Is More Important

Than Price To get the most for your home improvement dollars, consider everything from product quality manufacturer's warranty coverto be true may mean closeout, real wood. excess product or flooring manufactured from offshore resources. risking the warranty protection.



A durable and beautiful new floor is a great way to increase the value of a home. Laminate flooring is an easy, price-conscious choice.

#### Lesson No. 2: Know What You Buy While all laminate flooring

brands promise durability and installation ease, for the best overall value, Hazelton advises shoppers to go with established brands known for quality and innovation. "Perso, for example, invented laminate flooring and has been leading the industry for years," Hazelton and features to the extent of the explains. The company offers sional installation services and has scratch protection; fold-down joints sle-free returns, and you know they age, the store's return policy, for faster, easier installation; and are going to be around for years to installation assistance and access multilayered, embossed in-register come in case you need service or to ongoing customer service if texturing for ultra-realistic designs want to order more product." needed. Offers that seem too good that look and feel remarkably like

> Lesson No. 3: Think Beyond The Boards Choose a retailer with a wide Hazelton.com.

selection of decors, products and prices. If you're not planning to install the floor yourself, make sure you deal with a store that provides the installation services of a professional contractor and will

guarantee the quality of the work. "Your best bet for home improvement products is a national home center like Lowe's," says Hazelton, "It also offers profes-

For more information, visit http://na.pergo.com/pergoadvantages. Or you can visit either www.Lowes.com or www.Ron



### Get Rid Of Poison Ivv Fast

(NAPS)—Poison tvy, poison oak and poison sumac—they're the kinds of weed you don't want anywhere around your kids or pets. The weeds contain an oil called urushiol that can cause an itchy red rash with bumps or blisters. The symptoms can develop within hours after exposure and last up to three weeks.

You can get the oil on your skin

- · Touching the poison tvy plant or any clothing or shoes that have come in contact with the plant;
- · Touching any pets or gardening tools that might have urushiol
- . Burning poison tvy. The oil from the plant is carried in the smoke and can cause lung

Identification is the key to avoiding exposure. The old saying "Leaves of three, let it be!" is a helpful reminder for identifying potson ivy and oak, but not potson sumac, which usually has clusters of seven to 13 leaves.

The Food and Drug Administration says poison tvy, oak and sumac are most dangerous in the spring and summer, when there is plenty of sap, the urushiol content is high and the plants are easily

"But the danger doesn't disappear over the winter," says Bayer Advanced garden expert Lance Walheim, author of "Lawn Care for Dummies." "Dormant plants can still cause reactions."



Poison ivy, oak and sumac are most dangerous in the spring and summer.

Bayer Advanced™ Brush Killer Plus (bayeradvanced.com) kills poison tvy, oak, sumac and even kudzu-more than 75 tough weeds in all. The systemic herbicide enters weeds through their leaves or roots and then moves through the plant. You'll see wilting and yellowing in one to six weeks. Always read and follow label directions.

The American Academy of Dermatology suggests you wear long pants and long sleeves, gloves and boots whenever you're going to be around potson tvy. The American Academy of Family Physicians says if a rash starts to develop, there are several over-the-counter medications you can use to relieve the itching, including hydrocortisone creams, calamine lotion. antihistamine tablets and even oatmeal baths

# Home maintenance NAPS features most read about include:

- Stain-fighting secrets
- Cleaning green
- Being eco-friendly
- □ Removing germs
- □ Pest control
- Eliminating odors
- Fixing leaks





(NAPSA)—Here are five suggestions on how to treat such spills as grape juice, jelly, fruit punch and ketchup, which are likely to occur when youngsters are home from school.

 Use a general-purpose spotter that is available at the grocery or carpet retailer.



juice or many other kinds of stains. Instead, heed a few hints on keeping carpet clean.

- Agitate (compress, rub gently or distribute chemical evenly), then blot. Continue blotting until the stain no longer transfers to your cloth or until the stain disappears.
   If necessary, reapply clean-
- ing chemical evenly, agitate and blot again.

  4. Rinse with warm water or
- flush with a personal extractor such as a carpet-cleaning machine with water-only rinse setting. 5. Dry the spot with a hair
- dryer or fan.

  If the stain remains or if carpet color is lost, it may be time to hire an Institute of Inspection, Cleaning and Restoration Certification professional. To locate an IICRC certified firm, call (800) 835-4624 or visit wencertified(cleaners ore.

(NAPSA)—Your kitchen may ook clean, but according to the enters for Disease Control and revention, many infectious erms may be lurking around.

"Neglecting to clean kitchen ppliances is not only unhyiente, it's unhealthy" says 
Healthy Housekeeper Laura 
ellutri, author of "Speed Cleanig 101" (Meredith Books, 2005) 
and "The Overworked Mom"s 
tress Free Homekeeping" (Moris Publishing Inc, 2008). "A reglar cleaning schedule helps proet your kitchen from lurking 
runge that can cause odors and 
arbor disease."

Dellutri's tips for helping mainain a healthy kitchen include:

Suspect Kitchen Sinks: Isinfect the sink after washin beats, fruits and vegetables to elp prevent bacteria from multilying, and avoid cross contamiation. All you need is chlorine leach, water and a soft cloth. Illute the bleach with water and the the sink with cloth dipped in he solution. Rinse and wipe dry ith a soft cloth.

 Disease-Ridden Disposers: lithout proper cleansing, garbage isposers can create odors and ouse organisms that may cause lness and disease such as pneuponta, bronchitis and intestinal u. Instead of simply masking dors with fresh lemons, use Disoser Care plus Bleach Alternative eakly to help fight this problem.

 Grimy Dishwashers: Hard ater deposits, rust and food may isrupt dishwasher performance nd cause odors. To remove resiue and odors, Dellutri recomends Dishwasher Magic. The ishwasher cleaner disinfects rhile it cleans, killing 99.9 perent of E. coll and salmonell.



Disease-causing germs can hid inside a sink garbage dispose that looks perfectly clean Cleansing it weekly can take car of the problem.

 Reeking Refrigerators: T effectively clean your fridge an free it from odor-causing culprits completely clear it out and remov any expired foods. Use hot soap water with a germicidal cleaner t remove all food particles and spill Placing washable refrigerator in ers over shelves can help reduc scrubbing when a spill occurs.

• Spotty Microwaves: Splaters of food in a microwave madecrease microwave efficiency. Fit a microwave-safe bowl halfway with water, add a tablespoon of vinegar and place it inside the microwave. Run the microwave for five minutes, then wipe dow the inside with a clean towel of paper towel. The heated wate and vinegar will steam up the microwave walls and make wipin away dried-on food a clnot.

"We all need to get in the habit of not just cleaning visible places suc as countertops, sinks and floors by also disinfecting out-of-sight area like the sink's garbage disposer an the microwave," says Dellutri.

For cleaning tips and information, visit www.summitbrands.com

## HINTS FOR HOMEOWNERS

### Cleaning Green

(NAPSA)—While green cleaning products might be the new trend, green cleaning really begins with basic cleaning techniques.

Prevention is key. The Institute of Inspection, Cleaning and Restoration Certification (IICRC) recommends the following tips to help keep dust, soil and contaminants to a minimum and decrease



With green cleaning, prevention is key. The less dirt you track inside, the less need for cleaning products.

- Use entry mats outside your home and always wipe shoes before entering.
- 2. Remove your shoes at the
- 3. Vacuum at least twice a
- 4. Use a high-efficiency HVAC filter (not fiberglass) and change every month.
- Have your carpets professionally cleaned at least once a year by a qualified specialist.
- 6. Get water leaks fixed imme diately to avoid mold.
- diately to avoid mold.

  To locate an IICRC-Certified
  Firm, call (800) 835-4624 or visit
  www.CertifiedCleaners.org.

# Reach more people by covering more media

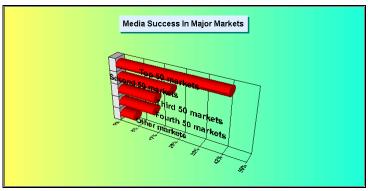
- Traditional Media
  - Newspapers: 100 to 400 placements
  - Radio: 300 to 400 on-air placements
  - TV: 100 to 150 on-air placements
  - Spanish Media: 10 to 25 placements in newspapers
  - African-American Media: 10 to 25 placements in newspapers

- Online
  - □ 1000+ online news sites
  - Social media
  - Twitter feeds to editors
  - SEO
  - Blogging
  - Anchor texting and hyperlinking
  - RSS feeds in XML
  - Podcasting
  - YouTube CSNN Channel

# Reports include impressive results

- E-clips
- Circulation and readership figures
- Market rankings
- Page views
- Unique visitors per month
- □ AQH
- CUME
- Ad value equivalency





Graph Data: As of 3/20/2018, **Lowes** generated 2728 news articles in 53 different states with a readership of 21,163,904. The sites it was on were viewed by 31,853,887 unique visitors per month. Additionally it was viewed 488 times on www.napsnet.com. The print placements had an approximate ad value of \$88,375.70, based on column inch rates.

# Reach the wealthiest and most populous communities

Newspapers, radio stations and TV stations are supported by local advertisers

Advertisers will spend money where they are going to get the best ROI

Publications and stations tend to exist where advertisers are willing to

spend

Hints For . The Home Picking A Paint Color Is As Easy As 1-2-3

(NAPS)—Whether it's the sifting through mountains of swatches or trying to remember unique names for the color blue, selecting a new paint color for your home can be a daunting task. However, Charles Stell (Nature 1) Chris Stigliano, merchandising director at Lowe's, says there are three stress-free steps you can take to ensure you choose Sten 1: Size Un Your Room

living room or family room creates a more comfortable and inviting atmo-

sphere for guests than a cooler one.

Step 2: Determine Color Palette

- Consider yourself: Paint color should
relect your mood and personally. What
are your favorite colors! If you're having
routh's secting a shade, try locking in
your closet. The colors you enjoy wen;
ing are the ones that make you feed good,
one of the colors you continue to the colors
space so live with the shade you love,
space so live with the shade you love.
- Emotional response: Studies show
that room color can affect your mood.
- Huss of blue, green and neutrals— Hues of blue, green and neutrals— such as beige, gray and white—can create an overall sense of calm. On the create an overall sense of calm. On the other hand, shades of red, orange and will increase you color confidence. So bright yellow provoke high energy.

Gon't be afraid to paint bold and bright.

Find out the colors that work best in If you love a vibrant color such as pea-

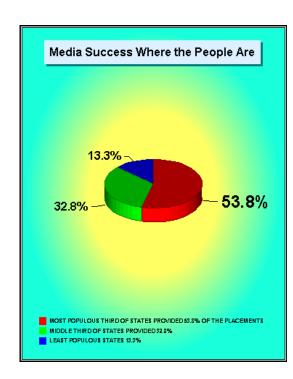
Find out the colors that work best in learn been as when the color such as peaceth area of your both what's already there if you will asked, whom an interior but a learn been a literature of the such as formed fasher colors are districted, focus on a formed fasher color piece of a far from inture, or other object. Bring a pillous, printing to of shorts or use a frooten piece, a form of the such colors for more instincted. Significant will be conflicted from the such parties of the such as formed to th

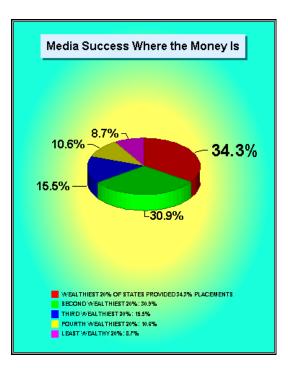


Step 1: Size Up Your Room

Consider its shope and size A lighter color can make a small room fed more appearance, which a defire color can help a small room fed more appearance, which a defire color can help a compared to the color of the color wheel has thousand of the to choose from ingual and rr. The right paint can accomment a compared to the color of the color o ent decor styles, meaning if you plan to change your decor later, you can

color on your wall. Over several days, watch the colors at different times of day, comparing natural sunlight and





## Lowes

# Eye-catching color pictures speak a thousand words

### Budget Caretaling Energy Idean

### Improving Energy Efficiency: Eco Friendly, Wallet Smart

(NAPSA)-Making eco-friendly choices is not just an investment in tomorrow; it is also an investment in your financial health today. Becoming more energy efficient can reduce your carbon footprint and help lower your utility bills-putting money back in your pocket where you need it most.

The average homeowner spends more than \$2,200 a year on energy bills, according to the U.S. Environmental Protection Agency (EPA)-and heating and cooling can account for more than 40 percent of that energy use. To reduce these costs, consider the following:

· Adjust your thermostat. By raising your thermostat just a w degrees in mild temperatures and lowering it in cooler temperatures, you can help your heating and cooling system work less to maintain a comfortable indoor temperature. Programming your thermostat to accommodate your family's time away from home and sleeping schedules will also help to ensure your system is operating

only when you need it. · Install a dehumidifier. Humidity can make the air feel hotter and heavier in warm weather. By removing the humidity, the air will feel drier and cooler and you will be able to rely less heavily on your heating and cooling system to make the air comfortable

 Perform regular maintenance. Clean air filters and make sure the areas around your system are clear of obstructions. Something as simple as ensuring proper insulation can improve the efficiency of your system by as much as 20 percent.

 Have your existing home comfort system inspected and serviced by a qualified technician. The technician will make or call (800) 910-YORK.



and cooling choices can help keep your home comfortable and

sure your system is working prop erly and at peak efficiency. A knowledgeable technician will also be able to recommend a new, more efficient replacement system, such as ENERGY STAR-qualified equipment or a two-stage heating and cooling system that offers two levels of operation to improve energy efficiency.

For example, York Affinity air conditioners from Johnson Controls use an industry-leading, twostage scroll compressor design to operate at partial capacity when conditions are mild-about 80 percent of the time. When temperatures rise and maximum cooling is required, the unit automatically kicks into full capacity. This results in a system that cycles on and off less frequently, consuming less energy and maintaining more precise temperature settings.

· Save on taxes. Installing qualified, energy-efficient equipment can mean a tax credit of up to \$1,500 for installation costs, thanks to the American Recovery and Reinvestment Act.

· Learn more. To learn more about efficient technologies and products that can help save you money today, visit www.vork.com

# PROTECTING YOUR HOME

### Get That Mouse Out Of Your House

(NAPSA)-A Home Safety Council study found that most Americans are unaware of a hidden danger that might be lurking

etr homes: mice.

**HINTS FOR** 

**HOMEOWNERS** 

Simple Weekend Projects

To Freshen Your Home

time and money, there are many

simple do-it-yourself projects that

can give your home an instant

makeover. Small changes to a

room can make a significant dif-

ference. Spruce up your home in a

weekend with these easy tips:

• Switch out hardware: Re-

placing doorknobs, kitchen and

bathroom cabinet hardware and

hedroom furniture knobs can

breathe life into old pieces and

Paint can be an inexpensive and

easy way to transform any room.

paint: Paint is an inexpensive

and easy way to transform any

room. Glidden" paint has simpli-

fied the color selection process

with a new, reduced palette of 282

timeless colors and paint testers

with a built-in brush, to experi-

ment with different shades

Larger paint chips with coordinat-

ing accent colors on the back

make envisioning the perfect color

for a room quick and simple

Many homes have overhead lights

in the bedroom and living room

that are often much brighter than

needed. Add a few smaller lamps

to enhance the ambience and cre

ate a more relaxing environment.

Homeowners don't need to

invest a lot of time or money to

freshen up their home. A simple change of hardware, splash of color

or different lighting can make an

old room seem new again.

· Change light fixtures:

(www.elidden.com)

· Add some color with

give a room an immediate face-lift.

(NAPSA)-If you're short on

cording to the survey, more half of Americans say that mice are unpleasant, they elatively harmless creatures. lly, mice can spread disease ause asthma symptoms and even been known to start fires, particularly in homes older wiring, as mice can through the wire's insulation. afe and healthy homes are f mice and other pests," said K Appy, president of the Safety Council. "Mice can be or in spreading Lyme disease almonella, and we now know are related to the rise of na symptoms in children." In according to the American my of Allergy, Asthma & Imlogy, exposure to mice alleris a well-recognized risk facasthma in some children.

mouse problem is much r than most people think. 27 percent of people surd said they've personally and is sa ienced mice in their homes past year. Yet a recent govent study of more than 800 found that 82 percent had table levels of mouse aller-More than a third of homes evels high enough to increase isk that the people in them develop allergies, potenleading to asthma.

hat this study shows is that f you don't think you have in your home, chances are said Appy.

ns to look for include dropand gnaw and grease marks baseboards. You may also strange behavior in family



The average house mouse can have eight litters a year of four to seven pups per litter, so one mouse can guickly lead to 40 or 50.

pets, such as barking or scratch-

ing at wa you spot mouse 1

fast. When mice, cor solution safe for pets, and or even s

one-touch

side of th

mouse

entire

away, so

or see the

trolling

infesta

homedef

tips on

healthy

For m

In res the Horn Contain<sup>a</sup> no poisor and pets pers or encloses unit. sl behind th

countertop alternatives when it comes to form and function. Prices range from the very expensive to the affordable. More often than not, this little gem will make its way onto your "wants list." Do your homework and you might be surprised to find out that you can afford granite. It may not be that exotic massive slab you have been drooling over, but it might be close. By choosing a more common variety, a thinner cut, a simple edge profile and limiting cutouts, you will likely spend less than you would on most man-made quartz or solid-surface materials. Remember, despite the fact that your type of granite may be more common, each piece of natural stone is a totally unique piece of art directly from Mother Nature.

If slabs are too costly for your



Form and Function: A triple waterfall edge adds form to this functional Suman granite countertop

eral options exist that vary moderately in price. The highest-end option is a tile that comes preassembled with a substantial decorative edge profile. This eliminates any unfinished or awkward-looking exposed edges at the sink rail. The midrange option is a large-format tile (16", 18" or 24" square) with a strip of granite tile incorporated as the sink rail. The most affordable option is the smaller 12"x12" tile finished with a wood strip to finish off the countertop edge. When choosing tiles, use the larger format in a solid shade with a minimal grout joint and a matching grout color to help give the illusion of a slab.

If your tastes lean more toward a rustic matte-finished countertop

travertine, slate or honed marble tiles for your surface. Keep in mind that these materials come with some inherent drawbacks when used for countertops, so research each one carefully prior to committing to it.

Marble slab countertops, espe cially white, are gaining in popularity and add a sophisticated. modern look to any kitchen. Some marble, however, is more porous than granite and may etch and stain if it comes into prolonged contact with certain foods. Re sure to ask your stone fabricator for information on marble stone care and upkeep before selecting this

While a kitchen remodel on a tight budget might seem like an oxymoron to some, it can become a reality. Remember, inexpensive does not equal cheap, ugly or bor-ing-it can be incredibly beautiful when well executed. Treating the kitchen like any other room of the house by adding features such as unique architectural finds, overscale accessories, framed art. lamps, plants, fabrics and furniture will help exude luxury. Focus on the focal points (countertops and cabinets) and the rest will fall into place. Keep an open mind, compromise and tap your inner creativity. You can do it!

For a stone fabricator near you, visit www.marble-institute.com/



### "Dream Job" Might Be As Close As Your Home Office

(NAPSA)-When it comes to places to work, an increasing number of people now say "there's no place like home."

In just one year, more than 20 million people did at least some work at home as part of their primary job, according to numbers from a Bureau of Labor Statistics report-and with good reason.

Eliminating the daily commute can save gas and energy and, in some cases, the equipment and space you use may be tax deductible. And as the "three-second commute" continues to gain popularity, employers-and home designers-have reacted

For instance, designers included



Experts say millions of Americans enjoy the "three-second commute," working from home.

2010 opens directly to the motor court for privacy.

· Design a dedicated space for work with plenty of built-ins for storage and Internet technology. terconnectivity now allows for ntent management, document aring and videoconferencing line and the creation of a com-

ete business center. If possible, make the workace multifunctional. Use a large ole to anchor the room and douas a desk or homework space

Look for selected communisuch as those in New Mexico at are developing "success cenrs," or places for their local me-based workers to congregate ring any given day to seek maraderie, get business support, d bustness leads and network.

For more information or to arn how you can enter for a ance to win the HGTV Dream ome, visit the Web site w.HGTV.com/dreamhome.

### Refresh Your Kitchen...

### Tips For Selecting Stone Countertops That Best Fit Your Lifestyle

(NAPSA)-When you're thinking kitchen remodel, countertops rank right up there with the cabinetry as far as importance. Evaluating your lifestyle is important when it comes to this selection. Are you empty nesters that take care when prepping food and cooking? Then your options have just expanded exponentially. However, if you are a busy family with children that tend to make messes, you may want to opt for a combination of durability and good

A granite slab is the pinnacle of

budget, consider granite tiles. Sev- material, consider limestone,