



For immediate release
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Press Contact:
Jo Ann Driscoll
Public Relations Consultant
Habitat for Humanity East Bay
(510) 665-5592 (direct)
(510) 459-8144 (cell)
joannd@pacbell.net

HABITAT FOR HUMANITY EAST BAY'S EARTH DAY BUILD-A-THON

EXECUTIVE BUILD – APRIL 15; BUILD-A-THON – APRIL 16 – 19, 2011

DESPITE SAGGING ECONOMY AND THREAT OF BUDGET CUTS, VOLUNTEERS RALLY TO SUPPORT AFFORDABLE, SUSTAINABLE HOUSING

(Oakland, CA) -- Habitat for Humanity East Bay's (HEB) Earth Day Build-A-Thon in Oakland is a five-day building blitz beginning on Friday, April 15 and running through Tuesday, April 19, 2011

Hundreds of volunteers will participate in the annual event which is the Bay Area's premier Earth Day green building event. This year, participants will work on Phase Two of HEB's Kinsell Commons development, which is part of Tassafaronga Village, a mixed-use residential complex on 84th Avenue and E Street in Oakland.

Build-A-Thon participants, most who have never built homes in their lives, need only be 16 years of age or older, be willing to roll up their sleeves, don a hard hat and learn how to frame a house. Homes will grow from foundation to roof trusses in just days. Eventually seven three-bedroom town homes will provide homeownership opportunities for families with limited incomes.

The Earth Day Build-A-Thon is a fundraiser and like a walk-a-thon or bike-a-thon, participants raise pledges from friends, family members, and co-workers to support the cause with an overall event goal of \$100,000. With the threat of state budget cuts and the elimination of redevelopment funding to support affordable housing, events like this are needed more than ever. Despite the sagging economy participants are working hard to secure this badly needed funding.

"Everyone deserves a beautiful place to live in this city," said newly-elected mayor, Jean Quan, who attended the celebration of the completion of Phase One of Kinsell Commons and voiced her support for collaborative developments like this that bring affordable mixed-income housing to the City of Oakland.

Built in two phases, HEB's Kinsell Commons development is located adjacent to Oakland Housing Authority's new award-winning, Tassafaronga Village. On March 5 of this year, HEB celebrated the completion of Phase One of the Kinsell Commons development, site of last year's Build-A-Thon. Now 14 of the planned 22-homes of the HEB community are complete and the 2011 Earth Day Build-A-Thon effort will launch Phase Two. Phase One and Two are located just steps away from Tassafaronga Park with a large soccer field, baseball diamond and tot lot. Nearby is the new state-of-the-art East Oakland Community Library at 81st Avenue, the Tassafaronga Park and Recreation facility and a variety of public transit options for residents.

EARTH DAY EVERYDAY AT KINSELL COMMONS – A GREEN BUILDING INVESTMENT

The entire Tassafaronga development is registered in the LEED (Leadership in Energy and Environmental Design) Neighborhood Development Pilot Project and the LEED for HOMES program. Green and sustainable building features of the Kinsell Commons development include close proximity to schools, public transportation, parks and services; incorporation of existing infrastructure; 100% soil filtration of storm water; no invasive plants; drought tolerant plants; high-efficiency irrigation systems; buildings that are 15-35% more energy-efficient than required by code; extra building insulation; dual-paned Low-E windows; bath and kitchen exhausts provide adequate air changes; efficient wood framing designed to reduce waste; recycling 80% of construction waste; low VOC paints and sealants; composite wood materials; fly ash concrete; photovoltaic panels; and buildings designed with emphasis on durability and homeowner education.

April 15 – The Fourth Annual Executive Build Kicks Off the Earth Day Build-A-Thon as CEOs and C-level Bay Area leaders build at Kinsell Commons Phase Two. Hosted by Paul Woolway, President, Charles Schwab Bank and Mike James, Vice President, Coldwell Banker Residential Brokerage, San Francisco Bay Area, the Executive Build also welcomes special guest and long-time friend of HEB, Ophelia B. Basgal, Regional Administrator, Region IX, U.S. Department of Housing and Urban Development. At the Executive Build more than 50 leading local business executives enjoy the hand-on experience of construction, framing walls and forging new bonds while helping build homes for deserving families.

April 16 – 19: Blitz Building - Earth Day Build-A-Thon

Earth Day participants join together to have fun and work hard to address our community's need for affordable housing and revitalize our neighborhoods. Eight homes will be fully framed from foundation to roofs in just days! HEB provides skilled crew leaders who supervise, train, and coach participants to give them everything they need to succeed. Groups can also sponsor a day to build together at the event. Employee groups, service clubs, and faith groups have found the Earth Day Build-A-Thon a wonderful way to enjoy friendship and feel a great sense of accomplishment as everyone works together to help others.

HABITAT FOR HUMANITY EAST BAY'S GREEN BUILDING PROGRAM

Habitat for Humanity East Bay is proud to be one of the Bay Area's leading green affordable home builders, and as early as 2000 was one of the first affordable housing developers to build in an environmentally-sustainable way. HEB certifies all its homes using Build It Green's GreenPoint Rated system, builds to national ENERGY STAR standards, and has certified homes to the highest level of LEED (Leadership in Energy and Environmental Design), LEED Platinum. HEB also operates a ReStore, located at 9235 San Leandro Street in Oakland, that is a construction materials reuse facility diverting waste from landfills and using the profits to help support the organization's building efforts.

HABITAT FOR HUMANITY EAST BAY'S SPONSORS

Thank you to the following sponsors for making these homes and the Earth Day Build-A-Thon a success:

- Pacific Gas and Electric Company, Solar Habitat Program
- Wells Fargo
- The PMI Foundation
- Citi Foundation
- Bank of America
- Thrivent Financial for Lutherans and the Trudy Heinecke Trust
- The San Francisco Foundation
- Simpson Strong-Tie
- Home Depot
- Cisco
- The North Face
- The Habitat East Bay All Women's Crew
- ConocoPhillips
- Charles Schwab
- Coldwell Banker

Executive Build Special Guest:

- Ophelia B. Basgal, Regional Administrator, Region IX, Department of Housing and Urban Development

Executive Build Co-Hosts:

- Paul V. Woolway, President, Charles Schwab Bank
- Mike James, Vice President, Coldwell Banker Residential Brokerage, San Francisco Bay Area

To view a time-lapse video showcasing what can be accomplished by participating in the Earth Day Build-A-Thon, or to register for the 2011 event, visit www.HabitatEB.org or call 510-251-6304.

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