



MEDIA RELEASE

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FOURTEEN NEW GREEN HOMES TO BE CELEBRATED AT HABITAT FOR HUMANITY EAST BAY'S KINSELL COMMONS, PART OF TASSAFARONGA DEVELOPMENT IN OAKLAND

SATURDAY, MARCH 5, 2011 AT 10 AM

WELCOME THE FIRST SIX FAMILIES TO THE COMMUNITY

(Oakland, CA) – The public is invited to the dedication of 14 new homes, built by thousands of Habitat for Humanity East Bay (HEB) community volunteers with the support of government partners, corporate sponsors and individual donors at 10 a.m. on Saturday, March 5, 2011 at Kinsell Commons at Tassafaronga Village, 84th Avenue and G Street in Oakland, California. The event will honor the first six families moving into Kinsell Commons with the key ceremony.

The celebration marks an innovative partnership between Habitat for Humanity East Bay, the Oakland Housing Authority, and the City of Oakland, who have worked together on the seven-acre site to develop affordable housing for low and moderate-income families and to revitalize a neighborhood.

Distinguished attendees at the celebration include: California State Senator Loni Hancock; California State Assembly member Sandré Swanson; Oakland City Councilmember Larry Reid; Oakland Mayor Jean Quan, Oakland Housing Authority Executive Director, Eric Johnson; along with David Barron, HEB Board Chair and Janice Jensen, HEB President & CEO.

Other corporate sponsors, including Pacific Gas & Electric Company, Bank of America, Cisco, Thrivent Financial for Lutherans, Simpson Strong-Tie, The PMI Foundation, and The North Face, have contributed funding and volunteer labor to make this development possible.

Six families who have completed their 500-hour sweat-equity down payment will participate in the dedication ceremony. These families will move into new two and three-bedroom, two-story town homes in a unique, green, mixed-income development.

The event showcases the completion of Phase One of a two-phase HEB development that will bring a total of 22 Habitat for Humanity homes to the Tassafaronga site. Phase One, site of the March 5 celebration, has been built next door to Tassafaronga Park which features a large soccer field, baseball diamond and tot lot. Nearby are Tassafaronga Park and Recreation facility and the new state-of-the-art East Oakland Community Library at 81st Avenue. Public transit is nearby, with a Bay Area Rapid Transit (BART) station and AC Transit blocks away.

Oakland Housing Authority held the grand opening of its Tassafaronga Village development with 157 mixed-income rental units in May 2010. The entire Tassafaronga Village project is registered in the LEED for Neighborhood Development Pilot Project. All 14 homes have been constructed to Build it Green's GreenPoint Rated standards, in addition to national ENERGY STAR standards, and three are in the process of being LEED (Leadership in Energy and Environmental Design) certified. Homes built to these exacting green standards incorporate solar power, recycled materials, energy efficient features and much more.

Construction at phase two of HEB's Kinsell Commons development has begun and the site has been selected to be the location for this year's Earth Day Build-A-Thon, April 16 through 19. During this accelerated build, hundreds of participants come together to build seven homes in just four days. Like a walk-a-thon, participants raise pledges to support their effort during this green building blitz.

Revitalizing neighborhoods and providing successful homeownership opportunities for families with limited incomes is the mission of Habitat for Humanity East Bay. In addition to its work in East Oakland, HEB is active throughout Alameda and Contra Costa County with more than 50 homes currently in the development pipeline in Oakland, Hayward, Bay Point, Antioch, Emeryville, Newark, Livermore, and Walnut Creek.

Volunteers, donors, and homeowner applicants are needed! More Information can be found on the HEB website: www.HabitatEB.org or by calling 510-251-6304.