

NEWS RELEASE

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The ReUse People of America Launches 2013 National Reuse Contest

OAKLAND, CA (May 1, 2013) - The ReUse People of America, Inc. (TRP), has announced the launch of this year's National Reuse Contest for projects built of primarily used building materials. The announcement was made through the TRP website (www.TheReUsePeople.org) and in retail outlets across the country.

The Contest is open from May 1 to August 31, 2013. Entries may be submitted to participating stores, where local winners will be announced September 30. National winners will be named on October 30, 2013.

The Reuse Contest promotes innovative building and remodeling projects that use salvaged materials, many of which would normally be sent to landfills. TRP's mission is to keep discarded construction materials out of landfills. The organization has worked with Habitat for Humanity and other nonprofit organizations throughout the country on deconstruction projects, materials acquisition and job training.

“The Reuse Contest is a lot of fun and allows participants to showcase their ability to transform salvaged materials into beautiful, functional objects,” said Ted Reiff, president of TRP. “It's also a great way to promote the reuse and sale of reclaimed building materials. Past entries have included remodeled kitchens, home offices, custom windows and doors, green houses, chicken coops—even an elaborate tree house.”

By educating consumers and retailers on how to reuse building materials, TRP believes the contest helps to foster a cleaner environment. In addition, the contest increases TRP's ability to provide affordable materials to families looking to economize, offer job retraining in marketable deconstruction skills, provide tax-deductible receipts for donations of used materials, and help builders and contractors better serve their clients.

HOW THE CONTEST WORKS:

Each participating store sponsors its own local contest, with various prizes for first, second and third-place winners. These winners are automatically entered in the national contest. TRP awards gift certificates of \$1,000, \$500 and \$250 to the first, second and third place winners of the National Contest, redeemable at the stores where the entries were submitted. TRP displays annotated photos of the winning entries at various green building shows and expos throughout the year.

For a complete list of rules and participating stores, and to see photos of previous contest winners, visit: www.TheReUsePeople.org/reusecontest.

ABOUT THE REUSE PEOPLE OF AMERICA:

Since 1993, architects, contractors and building owners have relied on TRP to keep reusable and recyclable building materials out of overburdened landfills. By de-constructing (instead of demolishing) a building, TRP is able to salvage up to 80 percent of the materials and channel them back into the marketplace through donations and sales at its network of retail outlets. These services are among the first steps in the green building process. Furthermore, tax-deductible donations of reusable materials to TRP, a nonprofit 501(c)3 corporation, provide a faster payback and better return-on-investment than any other product or service offered in the green building industry.

In addition to deconstruction and building-materials salvage and sales, TRP offers deconstruction training

programs and "best practices" consulting through The ReUse Institute. Together, these products and services combine exemplary environmental practices with sound economic policies, to the benefit of communities and individuals everywhere.

The ReUse People of America is part of one of the fastest-growing segments of the green building movement, providing employment and volunteer opportunities, and collaboration in deconstruction, building-materials salvage and sales. www.TheReUsePeople.org

Media Note:

Photos of past winners and national and local interviews are available on our website at www.TheReUsePeople.org/reusecontest, or can be arranged through media contact listed above.