



The ReUse People of America, Inc.

Changing the Way the Built Environment is Renewed™

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NEWS RELEASE

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The ReUse People of America Launches National 2012 ReUse Contest

California-based non-profit expands its “deconstruct and reuse” in first national contest, showcasing innovative projects built predominantly from used materials normally sent to landfills

OAKLAND, CA (May 1, 2012) - The ReUse People of America, Inc. (TRP), announced its Fourth Annual and First National Reuse Contest for projects built out of primarily used materials that have been completed within the last 12 months. The contest started in California and has expanded into a national event. The announcement was made through the TRP website (www.TheReUsePeople.org) and in retail outlets across the country. This year TRP has expanded the contest to stores in the following cities and states:

- Boise, ID
- Kansas City, MO,
- Rockford & Chicago, IL
- Charleston, WV
- Houston
- West Haven, CT
- Durham, NC
- Mt. Prospect, PA
- California cities including Sacramento, Oakland, Pacoima, Orange, and Los Angeles

The Reuse Contest promotes innovative remodeling projects built by consumers using discarded materials that are normally sent to landfills. TRP’s mission is to keep discarded construction materials out of landfills across the country and use them in new building projects. The organization has helped numerous Habitat for Humanity projects and other non-profit organizations throughout the country with materials, deconstruction projects and job training.

“Our ReUse Contest is a lot of fun and allows consumers a chance to showcase their creativity in using used materials to build something,” said Ted Reiff, president of TRP. “It’s also a great way to promote the reuse and sale of reclaimed building materials across the country. We’ve had entries representing classy kitchen updates, home offices, patio sheds and decks, custom windows and doors — even a pizza restaurant facade.” (See winners from 2011 on attached photo sheet.)

TRP’s national ReUse Contest is open from May 1 to August 31, 2012. Entries can be submitted to the following stores where local winners will be announced September 30, and the overall national winners on October 30, 2012. Participating stores include:

- Habitat ReStores in Orange CA,; Kansas City MO; Charleston WV, and Houston, TX
- Second Chance: Boise, ID
- ReBuilding Exchange: Chicago, IL
- Sacramento Regional Conservation Corp., Sacramento, CA
- ReUsable Green Works: West Haven, CT
- ReUse Warehouse: Durham, NC
- Salvage Too –Rockford Reuse Center: Rockford IL
- Demo Depot: Prospect, PA
- The ReUse People stores in Pacoima and Oakland, CA

By educating consumers and retailers on how to reuse building materials, TRP believes the contest will enhance consumer awareness of ways to create a better environment. In addition, the contest increases TRP's ability to provide more materials for low income families who cannot afford to buy new, offer job retraining in marketable deconstruction skills, provide tax deductions to building owners who donate used materials, and help builders and contractors better serve their clients.

Some beneficiaries and direct recipients of TRP's materials include:

- Community Gardens and St. Vincent de Paul in Oakland
- Sacramento Regional Conservation Corps
- Habitat for Humanity (San Diego, Orange County, Los Angeles, Santa Barbara, Santa Maria, Silicon Valley, East Bay in California)
- Habitat for Humanity affiliates in Kansas City, Missouri; Elgin, Illinois, and Longmont, Eagle & Aspen, Colorado
- The Delta Institute in Chicago

Reiff explained that while TRP obtains reusable building materials from a variety of sources, "our own deconstruction efforts and those of over 30 TRP-Certified Deconstruction Contractors throughout the country contribute over 90 percent of the materials."

HOW THE CONTEST WORKS:

Each local store sponsors its own local contest, with various prizes for first, second and third-place winners. At TRP stores, each entrant is also awarded a \$25 gift certificate just for participating. National first, second and third place winners will receive Gift Certificates awarded by The ReUse People and redeemable at the local store where each entry was submitted.

Framed 24x36 posters showcasing the three national winners are displayed at various green building shows and expos, including West Coast Green and AltBuild Expo. National winners and their sponsoring stores receive copies of the posters for local display.

For a complete list of rules and participating stores, go to www.TheReUsePeople.org.

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 by 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:

Additional photos of past winners and national and local interviews can be arranged through media contact listed above.