

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Date: June 15, 2007

CONTACT: Ted Reiff
The ReUse People of America, Inc.
888-588-9490
510-383-1983

Bringing Down the House
Introducing Deconstruction to Chicago

On Wednesday, June 14, The ReUse People of America (TRP) and OBI Deconstruction will begin deconstructing a 1 1/2-story 1900s home at 3905 North Janssen Street – the first project of its kind by these collaborators in the greater Chicago area.

Since 1993, TRP, a nonprofit, environmental organization, has been quietly yet dramatically reducing construction waste by promoting deconstruction over demolition. While most people understand demolition as the swift, near-complete destruction of a building, few are acquainted with deconstruction -- the careful dismantling of a structure with the intent to re-use the highest possible percentage of materials. Among the materials to be salvaged from the Janssen Street home are old growth, rough sawn, Douglas fir framing; cedar siding; 3/4-inch oak flooring; original five-panel doors and hardware; oak casings, baseboards and crown moldings; cabinets and appliances; and electrical and plumbing fixtures.

By increasing the availability of reusable building materials through deconstruction, TRP has been changing the way the construction industry operates. A few months ago, TRP decided to introduce its ReUse Solution™ to the greater Chicago market. This innovative program allows conventional demolition and general contractors to receive deconstruction certification from TRP so that they can:

- Lower disposal costs, ensuring that substantially less waste goes to the landfill
- Offer clients cost offsets in the form of tax deductions
- Directly and significantly help the environment
- Gain an advantage over the competition

"When the opportunity arose, we thought we could make a difference by introducing deconstruction to the Chicago area and providing a local example of environmentally responsible building practices," said Carolyn Bronstein, a professor of Communication at DePaul University and co-owner of the Janssen Street property. "You can't argue with the logic of reuse. When you salvage the timber, metal, glass and other materials present in older homes, you can lower the cost of removing old buildings while at the same time preventing the growth of landfills. It is a winning proposition all around."

TRP is headquartered in Oakland, California, and has regional offices in San Diego, Los Angeles, Seattle, and Boulder. For more information on TRP, the ReUse Solution™ and other services, contact Ted Reiff, President, at 888-588-9490 or (510) 383-1983, or visit www.thereusepeople.org.

###