

## **NEWS RELEASE**

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**FOR IMMEDIATE RELEASE**

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### **REDDING ELECTRIC UTILITY (REU) ANNOUNCES EARTH ADVANTAGE PROGRAM KICKOFF WITH THREE MAJOR BUILDING CONTRACTORS “INKING” ACCEPTANCE**

Redding Electric Utility, the City of Redding’s locally owned and controlled municipal utility unveiled its new Earth Advantage program to several local residential home builders at the Shasta Builders’ Exchange today. REU’s Earth Advantage “Green Home Building Program” provides local residential building contractors with an opportunity to market their homes as being more energy efficient, having healthier indoor air, and being more resource efficient and environmentally responsible.

Ochoa & Shehan, Inc., a partnership between Bill Shehan, Jerry Wagar, and Bill Ochoa, one of the largest volume home builders in Redding signed up as the first Earth Advantage builder, and also pledged that their next subdivision, Clover Creek Estates, would be built to Earth Advantage standards. Ochoa & Shehan were quoted, “The Earth Advantage program is a great first for our company. We have been using energy efficient building products for several years, but with Earth Advantage we now have a more complete environmentally friendly package to offer the Redding community. The Earth Advantage program will help to certify the quality of construction, while creating value for our customers.”

REU is very proud that one of Redding's 2005 Showcase of Homes Builders, Gold Ribbon, Inc., has also agreed to build REU Earth Advantage Homes. Steve Coleman, owner of Gold Ribbon, Inc., primarily builds custom homes in Redding and Shasta County.

In addition to Ochoa & Shehan and Gold Ribbon's participation, REU is happy to announce that the local affiliate of Habitat for Humanity, a long-term proponent of affordable housing in our community, has also committed to becoming an Earth Advantage partner. Jim Koenigsaecker, Executive Director comments, "Habitat has always believed in building energy efficient homes, and with REU's Earth Advantage program, we can provide a better Habitat home in the Redding community."

If you want to build a more energy efficient home, enjoy healthier indoor air, and conserve our natural resources, REU invites you to explore the possibilities of building your home or your customer's home with REU Earth Advantage features. For more information on the REU Earth Advantage building program, please visit our Web site at: [www.reupower.com](http://www.reupower.com), or call us at: 530-339-7300.

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