

FOR IMMEDIATE RELEASE
SEPTEMBER 25, 2007

For more information, contact:
Fred Bell at 760 360 2476

**Building Industry Association (BIA) Desert
Chapter-Sponsored Green Habitat For Humanity
House to Break Ground On World Habitat Day,
October 1, 2007!**

(Palm Desert, CA)—A BIA Desert Chapter-sponsored Habitat for Humanity house will break ground in Palm Desert on World Habitat Day, October 1, 2007 at the corner of El Cortez and Portola at 9am. The home is the first California Green Builder home to be built in Palm Desert and represents a creative collaboration between the renowned, worldwide provider of homes to the less fortunate and BIA Desert Chapter's efforts to create education and awareness about the importance of the California Green Builder program to non-profit and for-profit builders at large.

"What better organization to present a green home than one that is known for their compassion? Our collaboration with Habitat extends from this one family to helping all of us conserve resources in the long run," said Fred Bell, Executive Director of the Desert Chapter of the Building Industry Association.

BIA Desert Chapter has been instrumental in bringing the California Green Builder program to the Coachella Valley and in promoting the program through presentations to its members.

Deborah Stone, Executive Director of Habitat for Humanity of the Coachella Valley, says, "We are the first builder in Palm Desert building a California Green Builder Home. The fact that it is a Habitat for Humanity home is special in that it will allow a low income family to live well and prosper but it also carries the message to the mainstream, commercial building community that a green home can reduce costs for homeowners on a long term basis. It's been incredible to watch how BIA has inspired the community to collaborate for a good cause utilizing the California Green Builder program."

Habitat for Humanity of the Coachella Valley has been working to end poverty housing in the Coachella Valley for over 20 years. Habitat for Humanity has recently formed CAER, a department of the organization devoted to creating an organizational-wide implementation of green building.

World Habitat Day was established by the United Nations to recognize Habitat for Humanity, which builds in ninety countries worldwide.

For more information on BIA Desert Chapter, visit www.desertchapter.com.

###

