

For immediate release
April 9, 2010
Contact:

Press

Jo Ann Driscoll
Public Relations Consultant
Habitat for Humanity East Bay
(510) 665-5592 (direct)
(510) 459-8144 (mobile)
joannd@pacbell.net

**IN WORK BOOTS AND BLUE JEANS BAY AREA BOSSES
KICK OFF HABITAT EAST BAY'S EARTH DAY BUILD-A-THON
FRIDAY, APRIL 16, 2010**

(OAKLAND, CA) – Sixty leading executives from the Bay Area's top companies, the men and women from the board rooms of the Bay Area's financial, energy, engineering and manufacturing industries, will trade their office suites for work boots and blue jeans at Habitat for Humanity East Bay's construction site on Friday, April 16, 2010 from 8 a.m. to 1 p.m. Using hammers, power tools and plenty of muscle, they'll help Habitat East Bay build homes for low-income families during the third annual Executive Build.

Although they're not quite today's undercover bosses, these Bay Area CEOs and top executives will join the ranks of Habitat's every-day volunteers and Build-A-Thon participants, who will help build 10 houses in an accelerated build at Kinsell Commons at Tassafaronga Village, E Street and 84th Avenue in Oakland.

Spread over four days, (April 17-20, 2010), Habitat East Bay's Earth Day Build-A-Thon is an accelerated build and fundraiser which attracts hundreds of participants who make a real difference in an exciting team effort. Business leaders working in this Earth Day blitz build will frame walls and forge new bonds while helping to create homes for deserving families.

Habitat East Bay's Kinsell Commons development in Oakland will ultimately feature 22 town homes and provide homeownership opportunities for families with limited incomes. Kinsell Commons is a component of Tassafaronga Village, which is owned and is being redeveloped by the Oakland Housing Authority into 157 apartment homes. With its 7.5 acres, open spaces and pocket parks, Tassafaronga Village and the Kinsell Commons homeownership development will help stabilize the neighborhood by offering a mixed-income community and entry-level homeownership opportunities for low-income families.

Habitat for Humanity East Bay's Executive Build is unique on the West Coast and in 2010 is hosted by Christopher Johns, President of Pacific Gas and Electric Company; James Blackwell, President

of Chevron Corporations, Asia Pacific Exploration and Production; Emily Shanks, President of Bank of America, East Bay Market; and Aaron Carmack Regional Vice President of The Home Depot. Habitat for Humanity East Bay and the Executive Build hosts will welcome CEOs and top executives from Build It Green, Builders Exchange of Alameda County, Coldwell Banker, Eberhard Management, Ernst & Young, KQED, LCA Architects, Lennar Homes, New Resource Bank, Office of Congresswoman Barbara Lee, Pankow Builders, The PMI Foundation, SCORE, Semifreddi, Simpson Strong-Tie, East Bay Sotheby's International Realty, StopWaste.org, Summit Financial Group LLC, Sybase, Taylor Engineering, Tiburon Inc., Timken Johnson Hwang LLP, University of California Irvine/Prosperitas, and Wells Fargo.

For more information about the Executive Build, please contact Daryl Lee at 510-251-6304x 306 or visit www.HabitatEB.org.

###