



For Immediate Release
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REDSIDE JOINS 1% FOR THE PLANET

Founded by Yvon Chouinard, the global not-for-profit is a business alliance whose members are financially committed to creating a healthy planet

PORTLAND, Ore. (October 26, 2010) — Redside, a commercial real estate company known for its expertise in sustainable redevelopment and property management, has joined 1% for the Planet, a collection of businesses worldwide who have committed to donating one percent of sales to sustainable causes.

“This is a no-brainer for us,” says Garrin Royer, who founded Redside in 2002 with Danny McGinley. “We named our company for a fish, Oregon’s beautiful Redside trout. We think about how this business can help preserve the planet for our kids and grandkids, every day. 1% for the Planet aligns perfectly with our goals.”

1% for the Planet was born in 2001, the brainchild of two entrepreneurs—Yvon Chouinard, founder of Patagonia, Inc., and Craig Mathews, owner of Blue Ribbon Flies. According to the 1% website, “They understood it was good business to protect the natural resources that kept them in business, so they created an organization that would encourage businesses to support sustainable causes.”

1% for the Planet now has more than 1200 members worldwide (including 47 Oregon companies), who gave more than \$15 million in 2009. The organization has raised in excess of \$50 million since 2002.

As its one-percent contribution, Redside has donated office space in the 221 Molalla Building in Oregon City to the **Native Fish Society**. Formed in 1995, it is a non-profit organization founded to protect and restore native, wild fish and their habitats. “We work to establish effective fish management policies based on the latest scientific research,” says Bill Bakke, executive director, “and we encourage the public to get involved in this process.”

About Redside

Redside is a real estate investment and services firm best known for its environmental stewardship, innovative abilities and agile services. Redside acquires, develops and manages commercial and multi-family assets with specific expertise in high-performing, energy-efficient buildings.

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