



For Immediate Release  
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## **PATAGONIA @ BEND TO ANCHOR THE REVITALIZED 1000 WALL BUILDING IN DOWNTOWN BEND**

**The tenant calls the 36,000-sf building being developed by Redside a “power retail block”**

**BEND, Ore. (March 23, 2012)** — Redside, a commercial real estate company known for its expertise in sustainable redevelopment and asset management, announced that Patagonia @ Bend would be anchoring the 1000 Wall Building in downtown Bend.

The announcement comes amidst the 84-year-old building’s complete renovation according to LEED standards that Redside began in 2011. When completed next year, 1000 Wall will use energy far more efficiently than it ever has, thanks to upgraded heating and cooling systems, motion-sensor lighting, skylights, as well as old-fashioned amenities such as operable windows.

The mixed-use building’s small carbon footprint, green building features, key location and spacious storefront attracted Rod Bien, Patagonia @ Bend owner. Founded in 2003 as Pandora’s Backpack before changing to a Patagonia concept store in 2007, the local shop had outgrown its current home. Bien says they plan to take advantage of the 4,000-sf space when they open the doors in August 2012.

“We’ll have the double the space,” he says, “so we’ll be able to expand into more Patagonia product lines, namely shoes and children’s wear.”

### **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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