



For Immediate Release
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REDSIDE RECEIVES INNOVATION IN SUSTAINABILITY AWARD

PORTLAND, Ore. (November 18, 2014) — Redside, a boutique real estate services firm, has been recognized for their Innovation in Sustainability by Sustainable Business Oregon and the Portland Business Journal. Redside was one of three companies honored with an award in the Green Building category.

Headlined by Mayor Charlie Hales, the awards were broken into five additional categories: Impact Investing, Waste, Energy, Transportation and the final award for Leadership in Sustainability was given to Tom Kelly of Neil Kelly Co. for his contributions since the 1970s.

Honorees of the Innovation in Sustainability awards also included SERA Architects, Venerable Properties, Oregon Environmental Council, Springboard Innovation, Happy Cup Coffee Co., Oregon Museum of Science & Industry, Oregon Corrections Department, Green Endeavor Inc., Oregon Convention Center, M3 Wave, Energy Storage Systems, Stacy Witbeck, Oregon Health & Science University and the Bicycle Transportation Alliance.

The following excerpt for Redside's nomination by Gina Binole with GBM Communications sums up how Redside looks at the importance of their effect on the environment:

As a thriving business, Redside knows it's hard to be sustainable. Really hard, in fact, for everyone. Individuals. Companies. Countries. Our very existence can threaten the planet. But at Redside, we really try, and rather than aiming for sustainability, which is tough to define and even understand, we strive for responsibility. Redside uses its real estate business to inspire and implement social and environmental solutions for a better world. As we acquire, build and manage properties, we constantly ask ourselves how our work influences our partners, our employees and those with whom we do business. We continually evaluate policies and practices, measure our ROI by the triple bottom line and challenge ourselves to up our performance levels with each additional task we undertake.

Redside's achievements continue to grow and recognition for them has increased greatly in the past few years. Some of Redside's many accolades include reaching Silver Certification in Sustainability at Work in early November, being voted the Oregon Business Magazine's Best Green Company to Work For in 2011 and their redevelopment project, 1000 Wall, received the 2013 Building a Better Central Oregon Award for Best Urban Project.

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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