

## FOR IMMEDIATE RELEASE

November 9th, 2009

### Greener Dawn Announces Partnership with the City of Victorville, CA

**Solana Beach, CA** (November 9th, 2009) - **Greener Dawn Residential**, specializing in energy efficiency for residential properties, announces a partnership with the City of Victorville to launch a Home Energy Audit, Training and Retrofit Program. This program, the first of its kind in the state of California, will integrate the “energy efficiency whole house approach” into Victorville’s Neighborhood Stabilization Program (NSP).

The program will include:

- Energy efficiency training for housing and building inspectors
- Audits and energy smart rehabilitation plans on acquired properties
- Building performance training for local contractors

The benefits of Greener Dawn’s turnkey program include improving the continued affordability of the homes by lowering utility bills for homeowners, establishing a foundation for local green jobs and economic growth and positioning the city to receive additional federal and state grants.

“Existing programs within cities frequently address rehabilitations for homes, but often overlook the opportunity to incorporate a whole house energy approach,” Doug Donovan, Director at Greener Dawn, states. “Through this partnership, Victorville is taking a critical step for the environment and making a savvy move for their local economy.” Homes that are included in the program will save an average of \$75 per month and offer substantial ancillary benefits to residents.

Going beyond the typical product approach to energy efficiency, the program will include a HERS (Home Energy Rating System) rating, the national recognized residential energy scoring tool, for each home audited. The Energy Smart Rehabilitation Plan component will promote a whole house approach to all retrofit work and prepare the community for the future of the building performance industry.

“We’re excited about our partnership with Greener Dawn”, said Tamara Torres, Redevelopment Housing Manager. “By embedding the energy-efficiency component into our current NSP, we can fuel a new engine for local economic growth, job creation and neighborhood stability. It’s exciting to use environmental solutions to meet economic challenges.”

#### About Greener Dawn

**Greener Dawn Inc.** focuses on energy and water efficiency, LEED consulting, energy audits, and carbon strategies for Residential and Commercial real estate. Taking a holistic approach to making an asset more sustainable maximizes lower operating expenses, green collar jobs creation, and carbon footprint reduction. Homeowners, municipalities, asset managers, and building owners are their clients. For more information, visit [www.greenerdawn.com](http://www.greenerdawn.com).

#### About Victorville

**The City of Victorville** is situated approximately 97 miles Northeast of Los Angeles and 35 miles northeast of San Bernardino with convenient access to major interstates, railways, trucking routes and

international airports, making it one of Southern California's most significant logistics hubs. The City has a growing residential population of over 100,000. Victorville is a pro-business community offering many incentives, which has helped to attract corporate relocations from notable companies including, Newell Rubbermaid, GE Transportation, Goodyear Tire & Rubber Company, M&M/Mars and Dr Pepper Snapple Group. For more information, visit [www.victorvillecity.com](http://www.victorvillecity.com).

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