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MEDIA ADVISORY

For Release: IMMEDIATELY

Location: Guelph, Ontario

Reid's Heritage Homes first to break ground in national Net Zero Energy demonstration project

What:

Reid's Heritage Homes invites members of the media to the inaugural groundbreaking event for a national demonstration project that will almost double the amount of Net Zero Energy homes in Canada. The project, in collaboration with Owens Corning Canada aims to prove that Net Zero Energy homes can be built across Canada on a community-level scale. Net zero homes produce at least as much energy as they consume.

When:

Monday, September 29, 2014 at 2:00 p.m.

Where:

197 Goodwin Drive, Guelph, ON

Photo/Interview Opportunity:

Karen Farbridge, Mayor, City of Guelph
Dr. Franco Vaccarino, Ph.D, President, University of Guelph
Tim Blevins, President, Reid's Heritage Homes
Scott Reid, President, Reid's Heritage Properties
Blake Seeberger, Senior Vice-President, Residential, Reid's Heritage Homes
Salvatore Ciarlo, Technical Solutions Architectural Specifications and Codes and Standards Manager Canada, Owens Corning Canada
Andy Goyda, Canadian Builder Lead and Market Development Manager, Owens Corning Canada

Background:

Over \$4 million in funding and in-kind contributions from Natural Resources Canada's ecoENERGY Innovation Initiative (ecoEII) and the building industry will allow for the construction of at least 25 Net Zero Energy homes in four provinces. NRCan will be providing \$1.96 million in funding for professional services required for the planning, design and construction of the houses. The remaining funds will come from Owens Corning Canada, participating builders and the building industry in the form of in-kind contributions to fund the construction of the homes. The project managed by buildABILITY Corporation also includes four other builders for other regions in Canada: Construction Voyer (Laval, Quebec); Mattamy Homes Limited (Calgary, Alberta); Minto Communities (Ottawa, Ontario); and Provident Development Inc. (Halifax, Nova Scotia).

About Reid's Heritage Homes

A modern approach to traditional homebuilding. Built on a solid reputation of quality, integrity and service, Reid's Heritage Homes is one of Ontario's leading builders, with a history of homebuilding that dates back to 1947. The same enduring values that motivated our founder, Orin Reid, inspire our many diverse communities today. Our commitment to these values applies across the Reid's Heritage Homes' family of companies, including Williamsburg Homes with a community in Kitchener, and Sherwood Homes, with communities in Collingwood.

Media Contact:

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Owens Corning Canada is part of Owens Corning, a US\$5.2 billion company with 15,000 employees worldwide, including 654 in Canada. Owens Corning and its family of companies are a leading global producer of residential and commercial building materials, glass-fiber reinforcements, and engineered materials for composite systems. A Fortune® 500 company for 60 consecutive years, the company is committed to driving sustainability by delivering solutions, transforming markets, and enhancing lives. Owens Corning operates 4 plants in Canada, manufacturing PINK™ insulation and other energy-saving products.

The **ecoENERGY Innovation Initiative (ecoEII)**, announced in the 2011 Budget, is a \$268 million program searching for long-term solutions to eliminate air pollutants and greenhouse gas emissions from energy production. Eligible projects must be demonstration or research & development.