



For Immediate Release:
March 10, 2010

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**AOBA ANNOUNCES 40 DAYS, 40 WAYS TO TAKE ACTION
FOR EARTH DAY 2010**

--Washington Metro Area Apartment Communities to Participate--

WASHINGTON, DC – As part of its ongoing [Going Green](#) program and to celebrate the 40th anniversary of [Earth Day](#), the [Apartment and Office Building Association of Metropolitan Washington](#) (AOBA) today announced the participation of eight area apartment management firms that collectively manage nearly 40,000 apartments throughout the Washington Metro area, in its new initiative: **Earth Day 2010: 40 Days, 40 Ways to Take Action.**

“As part of this exciting initiative, AOBA is encouraging apartment communities and residents to plan and implement ‘green’ activities during the 40 days leading up to Earth Day on April 22,” said Margaret “Peggy” Jeffers, Executive Vice President, AOBA. “The goal of the **Earth Day 2010: 40 Days, 40 Ways to Take Action** program is to help our members in the apartment management industry educate and rally their residents to become more environmentally responsible – not only on Earth Day, but throughout the year as well.”

Beginning March 14, the 40 days leading up to Earth Day allow participating residential communities various opportunities to encourage residents to reduce electricity and water usage, increase recycling and become more eco-friendly overall. Participating communities are planning activities such as:

- Hosting an electronic recycling day;
- Sponsoring an eco-living educational workshop;
- Offering incentives for residents to use CFL light bulbs and tracking participation; and
- Creating a children’s environmental learning day.

Residential communities that are planning activities during the 40 days include those managed by AOBA member companies in Washington, DC, Maryland and Virginia. Participating companies include **Avalon Bay Communities, Inc., DARO Realty, Inc., Kettler Management, Realty Management Services, Inc., William C. Smith & Co., Scott Management Inc., The Tower Companies,** and **Urban Investment Partners.**

“Taking part in this initiative will not only offer participants opportunities to recycle and reduce energy consumption, but will also demonstrate that living green can be a cleaner, more cost-effective and comfortable way of life,” said Eric Freitag, Co-Chair of AOBA’s Energy Managers Roundtable and Director of Maintenance Operations at Scott Management, Inc.

Background on Earth Day

Former Wisconsin Senator Gaylord Nelson founded Earth Day in 1970 to advance environmental issues within the national agenda and to encourage Americans to live more environmentally friendly lives. On April 22, 1970, 20 million Americans took part in the first Earth Day by participating in various demonstrations that promoted a healthy, sustainable environment. The first Earth Day led to the creation of the United States Environmental Protection Agency and the passage of the Clean Air, Clean Water, and Endangered Species acts. Sen. Nelson was awarded the Presidential Medal of Freedom – the highest honor given to civilians in the United States – for his role as Earth Day founder.

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