



Media Release

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### **Minneapolis ReUse Center Closes**

On December 11, The Green Institute closed its Minneapolis ReUse Center store. The ReUse Center has struggled in recent years to meet its costs. The Maplewood ReUse Center store (1727 E Hwy 36 E, Maplewood, MN 55109) will remain open.

The Green Institute recognizes the symbolic value of the Minneapolis ReUse Center to many long-time Minneapolis residents, especially those who remember the grassroots struggle leading to its founding and impact on Phillips community revitalization and environmental education and advocacy efforts in the 1990s. The Green Institute Board has taken a long term view, however, that includes an eventual re-establishment of ReUse Center operations in a more retail-friendly Minneapolis location.

The Green Institute Board President Lisa McDonald said "despite the closure of the Minneapolis store, the Green Institute is currently revamping its Reuse/Decon[struction] model to make it profitable, to continue its mission focus and to have a presence in Minneapolis. The current board has been very involved on a day-to-day basis...I'm really proud to serve with such a great group of folks dedicated to continuing to operate and grow our business model."

The business model of relying on in-person sales to local customers did not produce adequate revenue to weather the downturn in the economy nor to offset the high costs of real estate and running the program's deconstruction services component. The Green Institute has spent the last seven months evaluating the current model for ReUse and Deconstruction in order to make strategic decisions that bring the program back into a leading position nationally and make it increasingly effective at creating jobs, reducing landfill waste and selling reclaimed building material to today's Twin Cities' customers. Included in these efforts is seeking a non-profit partner to run a deconstruction jobs training program and evaluating innovative retail strategies, including e-commerce capabilities and a revised model for conducting on-site sales.

If you have enjoyed the products, services or mission of the Green Institute, we would appreciate your support in any of the following ways:

- Make a monetary gift (Contribute via [www.greeninstitute.org](http://www.greeninstitute.org))
- Shop at the Maplewood ReUse Center, 1727 E Hwy 36, Maplewood, MN
- Become a fan on Facebook (search "ReUse Center")
- Join our email mailing list (<http://www.thereusecenter.com/membership.html>)

Sustaining the environment and our communities through practical innovation.

The Minneapolis ReUse Center will liquidate remaining inventory through an online auction open to the public December 17 – 26, 2010. To bid, visit Auction Masters (<http://www.auctionmasters.com/cgi-bin/mncal.cgi?amasters>) and search “used building materials.”

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