

MEDIA ADVISORY:

The Renewable Energy Initiative (TREI) To Launch In Denver, Colorado

New Organization Aims to Create \$350 Billion in Clean Energy Investment via 401(k) and IRA plans Speakers Include Colorado State Representative Joe Rice

>> Thursday June 17, 2010 4:45 PM to 5:05 PM - VIEW INVITATION ONLINE AT: www.TREI.us<<

What:

- The vision of the new educational non-profit organization, **The Renewable Energy Initiative (TREI)**, is that every American will have the freedom to invest in renewable energy via their 401(k) plan and IRAs.
- An impressive 89% of Americans support increased wind production (March 2010, Newhouse, Bennett poll). Renewable energy, including wind and solar, provided more than 40% of the new electricity added to the US grid over the last two years.
- Despite being the primary investment tool of more than 50 million Americans, less than 1% of 401(k) plans and IRAs (Individual Retirement Accounts) offer Americans the opportunity to invest in renewable energy.
- There are \$7 trillion in 401(k) and IRA assets (Employee Benefits Research Institute). Given the opportunity, TREI believes that 401(k) and IRA holders will invest approximately 5% of their assets in existing publicly traded renewable energy funds and bonds.
- Outreach by TREI and its partners to the public, to 401(k) decision makers (HR Directors and CFO's), and to the financial services sector aims to generate \$350 billion in new clean energy investments over four years, which represents a significant increase over last year's US 2009 renewable energy investment total of just \$18.6 billion (March 2010, Pew Trust Report).
- Renewable energy investment is a powerful means to increase clean energy production, grow the US economy, create hundreds of thousands of new jobs, lower energy costs and build a healthy environment.
- The US spends more than \$400 billion per year on foreign energy. Replacing costly foreign energy imports with domestic renewable energy will help spur a healthy American economy.
- Based on TREI's educational outreach, two Colorado companies, Vestas Colorado and EarthStream Global recently added a renewable energy fund to the 401(k) plans of 800+ employees.

Speakers: Ken J. Beitel, TREI Advisory Board Chair, Board Members James Muchmore, Patton Boggs, LLP and Denise Kay, Colorado Society for Human Resource Management and financial sector industry advisors and ***Colorado State Representative Joe Rice***

When: Thursday June 17, 2010 4:45 PM to 5:00 PM

Gala Reception to follow sponsored by [Patton Boggs](#), [Victory Capital Management](#) and [American Portfolios](#)

Media RSVP & Interview requests please contact:

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Advance interviews to promote public attendance at the June 17th Gala Reception are available

Where: Patton Boggs LLP, 1801 California Street, Suite 4900 Denver, Colorado 80202

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The Renewable Energy Initiative (TREI) is a national educational non-profit organization. Our vision is that every American with a 401(k) plan or IRA will have the freedom to invest in renewable energy. This will increase clean energy production, grow the American economy, lower the cost of energy, create jobs and build a healthy environment. Headquartered in Denver, Colorado, a hub of private and public sector renewable energy activity, TREI plans to open offices in San Francisco, Boston, and Washington D.C. Learn more at www.TREI.us