



## **SUSTAINABLE INVESTING CONFERENCE TO PUT ATTENDEES TO WORK IN COMMUNITY DEVELOPMENT PROJECTS IN NEW ORLEANS**

**More than 200 “SRI in the Rockies” Attendees Expected to Work Directly to Build One New Home and Install Energy Efficiency Upgrades to 100 Existing Homes.**

**Colorado Springs//May 12, 2011**///When hundreds of participants show up in New Orleans to attend the 22nd annual SRI in the Rockies Conference—the world’s largest and longest-running conference for the sustainable and responsible investment industry—they can go to work building a new home and making energy efficiency upgrades to 100 existing homes. It’s an opportunity for conference attendees to practice what they preach in a very tangible, real-world way.

SRI in the Rockies will offer attendees an array of organized volunteer activities designed to make a positive impact on its host city. The conference, to be held October 2–5, 2011 at the Sheraton New Orleans, has partnered with the St. Bernard Project, Project Green Light New Orleans, and a group of community development organizations to create an innovative and hands-on addition to the 2011 agenda.

Attendees can register for the conference as well as Volunteer Opportunities and Tours on the SRI in the Rockies website at [www.SRIintheRockies.com/register.jsp](http://www.SRIintheRockies.com/register.jsp). For additional information about Tours and Volunteer Opportunities available as part of the SRI in the Rockies in New Orleans experience, visit [www.SRIintheRockies.com/2011/volunteerOpportunities2011.jsp](http://www.SRIintheRockies.com/2011/volunteerOpportunities2011.jsp).

Steve Schueth, President, First Affirmative Financial Network and lead organizer of SRI in the Rockies said: “This seemed like an ideal way for attendees to ‘walk the talk’ during the conference. SRI in the Rockies is all about a community experience, so this will be an ideal way for people to work together in a different way—one that you won’t see at too many other financial-focused conferences—if any!”

Volunteers who choose to work with the St. Bernard Project will work to rebuild homes for Hurricane Katrina survivors. The [St. Bernard Project](#) is a nonprofit, community-based organization that creates housing opportunities so that Hurricane Katrina survivors can return to their homes and communities. Since 2006, with the help of more than 30,000 volunteers, the St. Bernard Project has rebuilt homes for more than 350 families.

Conference attendees will also have the opportunity to work with [Project GreenLight New Orleans](#) to install free energy efficient compact florescent light bulbs in homes in low income neighborhoods. To date, Green Light volunteers have installed almost 250,000 energy efficient compact fluorescent light bulbs (CFLs) in over 9,000 homes. This effort has helped residents save \$11.4 million and helped reduce New Orleans’ carbon footprint by 111 million pounds of CO<sub>2</sub>.

In addition, Community Development Tours will be hosted by a collaborative group of leaders in the community investing field including [Calvert Foundation](#), [Hope Credit Union](#), [Enterprise Community Partners](#), and [The Isaiah Funds](#). The conference will offer a unique and custom tailored tour of projects representative of the community development work being done in the New Orleans area.

### **About the SRI in the Rockies Conference – Registration**

The 22nd annual SRI in the Rockies Conference ([www.SRIintheRockies.com](http://www.SRIintheRockies.com)), the leading forum for the sustainable and responsible investment (SRI) industry in the North America, will be held at the Sheraton New Orleans Hotel, October 2–5, 2011. For assistance with registration and sponsorship information, please contact Krystala Kalil, at 888-774-2663 or [Krystala@SRIintheRockies.com](mailto:Krystala@SRIintheRockies.com).

### **About First Affirmative Financial Network**

First Affirmative Financial Network, LLC ([www.firstaffirmative.com](http://www.firstaffirmative.com)) is an independent fee-only Registered Investment Advisor (SEC File #801-56587) offering investment consulting and asset management services through a nationwide network of investment professionals who specialize in serving socially conscious investors. First Affirmative produces the annual SRI in the Rockies Conference, the premier gathering of sustainable and responsible investors and investment professionals in North America. First Affirmative will host a post-conference Summit Camp for licensed investment professionals October 5–7, 2011. For more information, contact Danielle Burns at 877-542-8583 or [danielleburns@firstaffirmative.com](mailto:danielleburns@firstaffirmative.com).

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