

Materials Matter Chosen as Finalist in PBS' Project Enterprise Contest

Four Top Social Entrepreneurs Chosen from Hundreds of Nominees

CORONA, Calif. Oct. 2, 2007 – Materials Matter (www.materialsmatter.org), a multi-faceted nonprofit organization dedicated to helping other nonprofits gain access to low and no-cost building materials, has been selected as a top four finalist in the Project Enterprise Contest, a contest by the Public Broadcasting System that honors innovative, promising “social entrepreneurs” – people who use business strategies for humanitarian purposes.

Materials Matter survived stiff competition, making it into the top four out of more than 100 nominees. PBS will chronicle the winner as the organization works to develop business strategies that will perhaps lead to comprehensive change.

“We are thrilled to be named as a top finisher in the Project Enterprise Contest,” said Jason McKinstry, president of Materials Matter. “This is a milestone for us and just serves as momentum for our message – that there must be a greater effort to diminish waste and put perfectly usable materials to good use in America and across the world.”

Qualifications for the Project Enterprise Contest included identifying a solution to a pressing social problem and developing this solution into a program model that is replicable, scaleable and has potential to lead to widespread pattern change. The program/business plan also needed demonstrated strategies to ensure financial sustainability (e.g., an earned income stream, investors, private donors, etc.).

Voting for the Project Enterprise Contest will continue online at <http://www.pbs.org/now/enterprisingideas/poll.html> until October 31. Project Enterprise will chronicle the winner in videotape, blog and podcast – all in an effort to offer an inside look at what social entrepreneurs can do and how people can help.

Among the 100-plus individuals and organizations nominated for the Project Enterprise Contest were entrants from across the world, such as New Zealand, South Africa, and Latvia. Their projects were equally diverse. Nominees were conquering homelessness, fighting deadly illness, supplying electricity, and improving literacy, just to name a few. The three finalists besides Materials Matter include a company that invented and produces low-cost durable wheelchairs for rural areas in developing countries; a transitional living program, centered around organic farming, for women leaving prison; and a fair-trade online Spanish tutoring business.

Materials Matter started out as the solution for rescuing salvaged and excess building materials and putting them to good use for Habitat for Humanity, an organization that builds affordable housing for the homeless – and an organization that was paying top retail prices to complete the donated houses. Materials Matter now serves as the “middle-man” collection and distribution center for literally tons of recycled building materials that otherwise would be shipped to landfills, and Habitat for Humanity is just one

organization in a long list of nonprofits that benefit from this ground-breaking conservation system.

The Materials Matter warehouse is adjacent to their Home Improvement Outlet, a store open to the public with special appeal to low-income families, where donated new building materials and recycled materials in excellent condition – including sinks, cabinets, tiles, appliances, fixtures, etc. – can be used for any home improvement project.

Materials Matter’s business model provides an all-around beneficial situation for the environment and for all members of the community. Harnessing the collective buying power of the nonprofit community and the goodwill of the business community, Materials Matter effectively and efficiently secures low-cost and donated materials while helping organizations save precious financial and human resources.

About Materials Matter

Materials Matter is a 501(c)(3) nonprofit organization that has adopted a unique business model to provide an all-around beneficial situation for members of the community. Established in 2004, Materials Matter’s programs harness the collective buying power of nonprofit organizations and the goodwill of the business community to effectively and efficiently secure low-cost and donated materials while helping organizations save precious financial and human resources. Materials Matter’s mission is to provide resources to other nonprofits committed to revitalizing communities and building affordable housing, and to promote conservation through materials recycling. For more information on Materials Matter, please call (951) 256-4111 or visit <http://www.materialsmatter.org>.

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