

MEDIA ADVISORY FOR IMMEDIATE RELEASE JULY 28, 2010

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**AUGUST 14th 11AM HISTORIC RICHMOND PLUNGE POOL GRAND RE-OPENING:
 AFTER A DECADE OF BEING SHUTTERED DUE TO SEISMIC ISSUES
REDESIGNED AS THE GREENEST AND HEALTHIEST PUBLIC POOL IN THE U.S.**

State of the Art Historic and Green Facility Provides a Place to Swim and Revive a Community



Shuttered in 1997 due to seismic instability, the Richmond Natatorium, affectionately known as “The Plunge”, grand re-opening celebration will take place on Saturday, August 14th, 11am. The Plunge is San Francisco Bay Area’s oldest and largest community pool that thousands of people of all cultures and socioeconomic levels throughout the Bay Area have enjoyed for over 70 years.

This historic building and community resource languished for over ten years and was in danger of not being revived until Todd Jersey Architecture approached the non-profit Save the Richmond Plunge Trust with innovative, cost-saving ideas and became the architect of record to transform this community icon into the greenest and healthiest pool in the U.S. Original estimates for the project, before Todd Jersey Architecture took over, hovered around \$10 million; Todd Jersey Architecture, the architect of record and project manager, is scheduled to complete this project for \$7.5 million, a 25% savings. This project restores a key historic Richmond landmark and provides a healthy recreation opportunity accessible to all of its citizens.

Schedule of Events:	11am	Ribbon cutting
	11:30/45 to 1pm	Tours of the facility.
	1pm, 3pm, 5pm	Free open swim sessions

Note: Opening day events will be coordinated by the City of Richmond Recreation Department 510.620.6793.

A plethora of sustainable features make the Plunge the greenest and healthiest public pool in the U.S. such as water conservation, energy efficiency and savings, natural ventilation, saline water and the repurposed historic mushroom fountain in the drought-tolerant landscaping. Tens of thousands of gallons of water will be saved annually. Natural ventilation and the reduction of chloramines in the water will make swimming in the Plunge a truly healthy experience.

Todd Jersey Architecture, a pioneering green architecture firm in Berkeley, California, has been developing and implementing green building systems and strategies for over twenty years. Todd Jersey Architecture’s innovative and cost-effective green architecture projects throughout Northern California include mixed-use and creative re-use projects, condominiums, homes, hotels, schools, public buildings, historic renovations, churches, and retail stores. **END**