



**FOR IMMEDIATE RELEASE**

## **Aveda Institute Corpus Christi Powers Up with Installation of First Wind Turbine and Energy Fitness Equipment**

*Doors Open and Inaugural Class Begins November 9, 2010*

**CORPUS CHRISTI, Texas (October 20, 2010)** -- Aveda Institute Corpus Christi (AICC) today announced the installation of its own 60' **Skystream 3.7** wind turbine on the north side of **La Palmera**. It is the first wind turbine to be installed at an Aveda Institute and believed to be the first at a U.S. mall.

Coupled with the installation of four kinetic to direct current exercise machines, which will also provide power, Aveda Institute Corpus Christi is dedicated to providing a socially and environmentally conscious education facility. The Institute will open November 9<sup>th</sup> with a grand opening event planned for November 12<sup>th</sup> – 14<sup>th</sup>.

Preliminary work has already begun on the wind turbine installation. The wind power delivered to the Institute by the turbine and the exercise machines will add to its power supply, reducing the need for non-renewable energy.

The fitness machines will be available to La Palmera shoppers at the Aveda Institute's upper level location during mall hours. Aveda Institute will provide discounts for services for every 30-minute workout, which adds 50-watt hours of clean, carbon-free electricity to the Institute's power supply. A 30-minute workout on either an elliptical or treadmill is enough to power a laptop for one hour.

"No two ideas prevail more in our current global culture than 'getting fit' and 'going green' and Aveda strikes chords for many with this installation in Corpus Christi," said **AICC Director of Operations, Chase Thalman**.

Of the exercise machines installed, one is a **Woodway EcoMill** treadmill, which uses zero electricity enabling all energy generated to go directly to the AICC grid and three are **PreCor EFX556i Experience™** elliptical machines. The company helping Aveda Institute Corpus Christi to capture this energy is **ReRev™**.

ReRev, a division of SunQuest Energy in Clearwater, Florida, retrofits cardio equipment to capture the human kinetic energy from workouts and convert it to utility grade electricity for use by the facility.

"What better place to bring wind and human power together than Corpus Christi, Texas," said Thalman. "We would like to thank La Palmera and **Trademark Property** for their shared vision and concerted efforts to help make energy alternatives a reality. One of the reasons we selected La Palmera is because it is the first mall to be LEED pre-certified pursuing Silver certification by the **U.S. Green Building Council** and we are confident that it will exemplify the LEED standard."

"The commitment to greener building and operating practices reflects the purpose of [Trademark Property Company](#)," said Trademark CEO-Chairman Terry Montesi. "We are committed as a company to be extraordinary stewards, enhance communities and enrich lives so we applaud the commitment by Aveda to incorporate these innovative methods of energy production."

-ends-



## AVEDA INSTITUTE CORPUS CHRISTI

### **About ReRev**

ReRev is a patent-pending system that converts human energy into a usable form of renewable energy. ReRev captures the kinetic motion of aerobic exercise in an efficient and cost effective way to convert otherwise wasted energy into productive renewable energy that feeds back into the building's electrical system. For more information about ReRev, visit [www.rerev.com](http://www.rerev.com).

### **About Southwest Windpower**

Southwest Windpower is the manufacturer of Skystream, Whisper and Air lines of distributed wind systems. Southwest Windpower has been designing and distributing small wind turbines for more than 22 years and is the recognized global leader in the design, manufacturing and distribution of small wind systems. (400-3000 watts). The company has been a pioneer in the development of wind technology and has built and shipped over 160,000 wind turbines to over 120 countries worldwide and has sales representation in over 88 countries. Headquartered in Flagstaff Ariz., it also has operations in Cologne, Germany and a joint venture in Ningbo, China. Applications for Southwest Windpower systems include residential homes, commercial properties, micro grids, remote cabins, telecom transmitters, offshore platforms, water pumping and sailboats. [www.skystreamenergy.com](http://www.skystreamenergy.com)

### **About LEED**

The LEED® Green Building Rating System™ is the national benchmark for the design, construction, and operations of high-performance green buildings. Visit the U.S. Green Building Council's Web site at <http://www.usgbc.org> to learn more about LEED and green building.

### **About La Palmera**

Located in Corpus Christi, Texas, La Palmera is a 1-million-square-foot regional mall with more than 100 retail and restaurant tenants including Dillard's, JCPenney and Macy's. Obtained in July 2008 by Trademark Property, La Palmera is the first mall to be LEED pre-certified pursuing Silver certification by the U.S. Green Building Council. Following a \$50 million renovation, the mall features a new outdoor main entrance, 600-seat food court with a 4,500-gallon feature aquarium and a children's ocean-themed play area. For more information on La Palmera, go to [lapalmera.com](http://lapalmera.com) or call (361) 991-5718. For more information about Trademark Property Company, visit [www.trademarkproperty.com](http://www.trademarkproperty.com)

### **About Aveda Institutes and Aveda Institute San Antonio**

There are 52 Aveda Institutes across the United States, Canada and Puerto Rico offering education and hands-on training for those seeking Cosmetology and Esthiology licensure. Opened in 2005, Aveda Institute San Antonio is 100% powered by Windricity through green utility providers.

### **About Aveda**

Aveda™, The Art and Science of Pure Flower and Plant Essences™, was founded in 1978 with the goal of providing beauty industry professionals with high performance, botanically based products that would be better for service providers and their guests, as well as for the planet.

Aveda manufactures professional plant-based hair care, skin care, makeup, Pure-Fume™ and lifestyle products. Headquartered in Minneapolis, Minnesota, Aveda is available in Aveda stores, and in nearly 7,000 professional hair salons and spas in 24 countries worldwide. [www.aveda.com](http://www.aveda.com)

### **For photos and more information, please contact:**

Rebecca Childs, T.(361)883-6327, email: [rebecca@mdradvertising.com](mailto:rebecca@mdradvertising.com)

### **Press Contacts:**

Holly Zapata, Director, T. (210) 222-0023, ext. 101, email: [hzapata@avedaisa.com](mailto:hzapata@avedaisa.com)

Kathy Thalman, CEO, T. (210) 222-0023, ext. 136

For more information: Aveda Institute Corpus Christi, La Palmera Mall

[www.avedainstitutecorpuschristi.com](http://www.avedainstitutecorpuschristi.com)