



Building Industry Association
of Southern California
Riverside County Chapter

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“Planning for Our Future”

The Building Industry Association of Riverside County Launches New Initiative Focusing on Planning and Quality of Life Improvements

Riverside, CA – The Building Industry Association of Riverside County launched a new campaign Monday, unveiling a new public education web site as well as an informational radio campaign emphasizing the importance of quality planning in Western Riverside County. This program is an effort to educate residents and local elected officials about the need plan prudently for the future and make infrastructure investments to protect and improve quality of life in the county.

Riverside County is one of the fastest growing regions in the country. As one of the first tools of its kind, www.RiversideBIA.org will help residents learn about the issues that face the County and what the Building Industry Association of Riverside County is doing to protect residents and plan for the County's future.

“California’s housing market has stabilized from the recent years of skyrocketing home values and annual double digit appreciation. This correction will have a major impact on the economy, government and residents if we don’t acknowledge current conditions and take corrective action. *Planning for OUR Future* represents Riverside BIA’s commitment to working collaboratively with local governments to plan for the future of our county,” stated Lou Ochoa, President of the Riverside BIA.

Airing on local radio stations, KNX (1070), KFI (640), KFRG (95.1) and KOLA (99.9), the Riverside BIA radio spots seek to inform the public of this new resource. RiversideBIA.org contains updated information on the issues that are affecting the residents of Riverside County, provides people with an opportunity to join the effort to improve the county, and homeownership information.

The BIA of Riverside County is a non-profit organization of over 750 members, representing homebuilders and local businesses in Western Riverside County. For more information, please go to RiversideBia.org. Media representatives seeking to preview the radio spots should contact Andrew Kiefer at 916-448-5802.

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