

## FOR IMMEDIATE RELEASE

Media Contact:  
Nicholas E. Adams  
NINICO Communications  
408-594-0758  
nadams@NINICOcommunications.com



### BARRY SWENSON BUILDER INVESTS \$40 MILLION

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### COMPANY REFLECTS ON ANNIVERSARY OF EARTHQUAKE

**SANTA CRUZ, CA, Oct 17, 2012** – Barry Swenson Builder (BSB), a division of Green Valley Corporation, announced Wednesday – the anniversary of the 1989 Loma Prieta earthquake – that the company’s total post quake investment in the rebuilding of downtown Santa Cruz has hit \$40 million. With the revitalization of the Santa Cruz downtown core, comes new economic impact and redefined civic pride.

“We love this community and its people, and that’s why we have been humbled to champion the cause to revitalize historic downtown Santa Cruz,” says BSB senior vice president Jesse Nickell III. “This is my downtown too, and I’m glad it once again is the outward expression of what this great city represents.” In addition to constructing over 200 mixed-use, urban residential units in downtown, BSB has restored properties, preserving Santa Cruz’s unique culture. Among the 23 historically significant buildings are the St. George Building, which houses the popular Bookshop Santa Cruz; County Bank Building, home to NextSpace and Pacific Ways; Del Mar Theater; Bank of America Building, occupied by New Leaf Community Market; and the University Town Center.

Former Santa Cruz Mayor Cynthia Mathews reflects on how different Santa Cruz would be without the positive impact of BSB. “We simply could not have rebuilt downtown as quickly or as well without the leadership of Barry Swenson Builder,” says Mathews, who served three terms as Mayor. “We continue to benefit from BSB’s willingness to invest during such a difficult time, and the company’s confidence in our community’s future.” Additional community gathering places constructed by BSB include outreach to a new generation of Santa Cruz with the free style BMX park in Depot Park. Current Santa Cruz Mayor Don Lane says, “When the history books are written of Santa Cruz and our downtown, it will be discovered that few companies have come close to driving greater economic success and civic pride compared to what Barry Swenson Builder has done and continues to do for this community.”

**About Barry Swenson Builder:** For thirty-five years, Barry Swenson Builder has been a dynamic partner in building the Bay Area. Three generations of expertise, along with a proven Design-Develop-Build platform, deliver an unparalleled level of creative design, quality developments and efficient construction practices. Throughout Northern California, BSB’s wide range of construction and development services is backed by decades of resources, referrals and sound business practices that have made BSB a respected leader in the community.

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