



Milwaukee Community Sailing Center  
1450 N. Lincoln Memorial Drive • Milwaukee, WI 53202 • 414.277.9094 • [www.sailingcenter.org](http://www.sailingcenter.org)

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**Sailing Center to become first lakeside facility in southeastern Wisconsin to install geothermal technology**  
*- Milwaukee Community Sailing Center's new facility touts green construction -*

MILWAUKEE, Wis. (August 10, 2009) – After the June 6th groundbreaking of the Milwaukee Community Sailing Center's \$1.7 million facility, plans to install the first geothermal heating and cooling system on Milwaukee's lakefront forge ahead. Privately funded through individual, corporation and organization donations, the center has met 50% of its \$140,000 goal to fund the geothermal system. Although three times that of a conventional heating system, geothermal technology offers significant savings in the long run. Businesses and residences with geothermal systems see savings between 30% and 70% on monthly utilities.

"Our new facility is a reflection of the eco-friendliness of sailing," said Peter Rieck, executive director of Milwaukee Community Sailing Center. "With its green building design and construction materials, energy-efficient systems and resource conservation efforts, the new Milwaukee Community Sailing Center will set a precedent for environmental leadership on the shores of Lake Michigan," said Rieck.

Prior to planning the groundbreaking, MCSC's project was vetted by the Lakefront Development Advisory Commission (LDAC), a citizens group that serves as a watchdog for lakefront development, under the aegis of the Milwaukee County Board of Supervisors. This commission's purpose is to make certain any new lakefront projects provide complete access to the lake and are environmentally and aesthetically cohesive with the preservation of this precious natural resource.

The geothermal system being installed at the Milwaukee Community Sailing Center is a helical pier system, which features 12 wells, with each being at least 300 feet deep. The system uses the constant temperature below the Earth's surface to heat and cool air and water. Beyond the financial savings over time, geothermal systems offer less maintenance with longer equipment life and fewer emissions.

In addition to geothermal technology, MCSC has a number of other green initiatives planned. Examples include a rain garden featuring specialized native plantings designed to catch and filter rainwater to prevent erosion and water pollution, and the installation of a wind turbine to create reusable wind energy and serve as a teaching tool for Sailing Center visitors and students. Complimenting those initiatives, construction materials will be recycled products whenever possible. The new 6,000+ square-foot facility is expected to be complete by Spring 2010.

***About the Milwaukee Community Sailing Center:***

The Milwaukee Community Sailing Center (MCSC) is a non-profit 501 (C) (3) agency providing educational and recreational sailing programs to the greater Milwaukee community. Those who wish to gain access to Lake Michigan and learn to sail are welcome at MCSC regardless of age, ability, or financial concerns.

MCSC offers outreach programs that use sailing as a tool to touch the lives of a diverse population – adults, youths and persons with disabilities, with a focus on innovative and character-building learning experiences. Each year, MCSC uses sailing to engage Milwaukee's urban and minority youth. Participants discover hidden abilities to broaden their life skills and heighten self-development, including self-reliance, teamwork, problem-solving and leadership skills. Most outreach participants pay a reduce fee or participate at no charge.

For more information about the Milwaukee Community Sailing Center and its fundraising efforts, the public may call 414.277.9094. To arrange for interviews, photography, tours, demonstrations, or for media information, contact Rachel Wezek at 414.224.9424 or [Rachel@ebadvertising.com](mailto:Rachel@ebadvertising.com), or visit [www.sailingcenter.org](http://www.sailingcenter.org).

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