New York’s Green Legacy Leaves Imprint on Greenbuild 2011

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From hosting NY-based exhibitors and municipal leaders, to locally-themed workshops and educational sessions, NY is embedded into world's largest green building conference & expo

Washington, DC – (August 26, 2011)—The U.S. Green Building Council (USGBC) will host its first ever Greenbuild Conference & Expo outside of the U.S. this October in Toronto, but much of the three-day conference is locally grown, with links to its southern neighboring state of New York. State and local municipal leaders, including New York City's Mayor Michael R. Bloomberg, three dozen New York-based exhibitors, and program inspired by the state's green track record give Greenbuild a decidedly New York flavor.

Bloomberg will bring his expertise in the green arena to the Closing Plenary as its keynote speaker, discussing what cities around the world can do to generate real change. Through PlaNYC, Mayor Bloomberg's long-term sustainability plan, New York City has adopted some of the most aggressive green building legislation in the country, including requiring ongoing energy efficiency upgrades in existing buildings. As chair of the C40 Cities Climate Leadership Group, Mayor Bloomberg is strengthening the ability of the largest cities around the world to adopt and implement similar, innovative sustainability policies.

On Oct. 5, Bloomberg will be joined by New York-based speakers Natalie Jeremijenko and Lisa Strausfeld, and innovator John Picard for a fast-paced "TED-talk" event to answer "What's NEXT?" in design, innovation, business and sustainability in our nation's cities.

"PlaNYC is our agenda for a greener, greater New York, helping to guide our city to a better future," said Mayor Bloomberg. "In four short years, we've come an incredibly long way toward our goals and we're constantly looking for new ways to improve our plans and accelerate progress. But PlaNYC was not created in a vacuum, it was created through opportunities, like Greenbuild, where we can all share our successes and challenges, and learn from each other about how we can build towards a sustainable future."

"While Greenbuild will be in its first international location, many of our exhibitors and attendees are from right across Lake Ontario, making exploring New York's history of green building an important thematic addition to the show program," said Kimberly Lewis, VP of Conferences & Events, USGBC. "We are thrilled to be hosting so many thought leaders from New York, including Mayor Bloomberg, and more than three dozen New York-based companies showcasing the latest in innovative products and services."

Walking the expo hall floor, attendees will be able to learn about the most innovative green building products and services from New York-based MechoShade, Clear-Vu Lighting, EcoStar, LED*WAVES and the Syracuse Center of Excellence in Environmental and Energy Systems. Greenbuild boasts the world's largest exhibit hall devoted to green building.

Attendees will be able to join a range of workshops and seminars with a spotlight on New York, from a session focused on biomimicry in the states' industrial sector, to a case study look at sustainable leadership from the NYC Housing Authority. Attendees will hear the Mayor's Office's take on implementing a commercial building rating and disclosure policy, and how NYC Department of Design and Construction and Department of Health and Mental Hygiene work to promote physical activity and health in design.

Greenbuild is the world's largest conference and expo dedicated to green building. Thousands of building professionals from all over the world come together at Greenbuild for three days of outstanding educational sessions, renowned speakers, green building tours of Toronto area green building projects, special seminars, and networking events.

To attend Greenbuild as a member of the media, visit greenbuildexpo.org/press.

About U.S. Green Building Council (USGBC)
The U.S. Green Building Council is committed to a prosperous and sustainable future for our nation through cost-efficient and energy-saving green buildings. With a community comprising 79 local affiliates, nearly 16,000 member organizations, and more than 167,000 LEED Professional Credential holders, USGBC is the driving force of an industry that is projected to contribute $554 billion to the U.S. GDP from 2009-2013. USGBC leads an unlikely diverse constituency of builders and environmentalists, corporations and nonprofit organizations, elected officials and concerned citizens, and teachers and students. For more information, visit usgbc.org and connect on Twitter, Facebook and LinkedIn.

About Greenbuild

The U.S. Green Building Council's Greenbuild International Conference & Expo convenes the industry's largest gathering of representatives from all sectors of the green building movement. Three days of extensive educational programming, workshops, a vast exhibition floor and ample networking events provide unrivaled opportunities to learn about the latest technological innovations, explore new products, and exchange ideas with other professionals. Greenbuild is the three time recipient of IMEX Green Meetings Award and the 2011 show will be held on Oct. 4-7, 2011, in Toronto, Canada. Last year's conference in Chicago, Ill. drew more than 28,000 attendees and featured more than 1,800 exhibit booths. Follow @USGBC on Twitter using hashtag #greenbuild for late-breaking announcements and information, and visit greenbuildexpo.org for more information.

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