



# Rock 'n' Roll Icons Bon Jovi to Perform at USGBC's Greenbuild 2013

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*Performance at Temple University's Liacouras Center will celebrate green building movement*

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Washington, D.C. – (June 26, 2013) – Rock legends Bon Jovi will perform before thousands of green building professionals and community members at the upcoming [Greenbuild International Conference and Expo](#), hosted by the U.S. Green Building Council (USGBC). Greenbuild, the world's largest conference and expo dedicated to green building, will take place Nov. 20-22, 2013, in Philadelphia. Registration is currently open.

"Bon Jovi is the type of band that crosses all generational lines with its diverse and loyal fan base, and we are thrilled to have such an iconic group take the stage at Greenbuild," said Kimberly Lewis, senior vice president, Community Advancement, Conferences and Events, USGBC. "Year after year, we strive to create the most dynamic, educational and entertaining green building event in the world, and Bon Jovi's performance will give our attendees even more reason to enjoy this year's conference."

"We're thrilled to help kick off Greenbuild 2013 in Philadelphia this year," said Jon Bon Jovi, lead singer, Bon Jovi, "and to celebrate the environment, the mission of green building, and those at the forefront."

The concert is part of Greenbuild's opening plenary celebration taking place the evening of Thursday, Nov. 21, 2013, at the Liacouras Center. The event will also feature a keynote address from the Honorable Hillary Rodham Clinton. The three-day conference will take place at the LEED Gold certified Pennsylvania Convention Center, and shuttles from the convention center will be available to take conference attendees to the opening event.

Over the past three decades, Bon Jovi has sold more than 130 million albums worldwide and performed close to 3,000 concerts in more than 50 countries before more than 35 million fans. The band's latest album, *What About Now*, was released in March 2013 and Bon Jovi's *Because We Can – The Tour* will visit open-air stadiums in Europe and the U.S. this summer before visiting South America, North America, Japan and Australia in the Fall/Winter.

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## **About the U.S. Green Building Council**

The U.S. Green Building Council (USGBC) is committed to a prosperous and sustainable future through cost-efficient and energy-saving green buildings. USGBC works toward its mission of market transformation through its LEED green building program, robust educational offerings, a nationwide network of chapters and affiliates, the annual [Greenbuild International Conference and Expo](#), the [Center for Green Schools](#) and advocacy in support of public policy that encourages and enables green buildings and communities. For more information, visit [usgbc.org](#), explore the [Green Building Information Gateway](#) (GBIG) and connect on [Twitter](#), [Facebook](#) and [LinkedIn](#).

## **About Greenbuild**

The Greenbuild International Conference & Expo, brought to you by the U.S. Green Building Council, 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. In 2013, Greenbuild entered a strategic partnership with Hanley Wood, which includes acquisition of the brand and plans to grow the conference globally. Greenbuild is a three-time recipient of IMEX Green Meetings Award, and the 2013 show will be held Nov. 20-22 in Philadelphia. For more information, visit [greenbuildexpo.org](http://greenbuildexpo.org) and follow us on Twitter [@Greenbuild](https://twitter.com/Greenbuild) and Facebook at [facebook.com/Greenbuild](https://facebook.com/Greenbuild).

#### About Hanley Wood

Hanley Wood, LLC is the premier media, event, information and strategic marketing services company serving the residential and commercial construction industries. Through its operating platforms, the company produces award-winning digital and print publications, e-Newsletters, websites, marquee trade shows and events, market intelligence data and custom marketing solutions.

#### About Bon Jovi

Over an illustrious career spanning three decades, BON JOVI has earned their place amongst global rock royalty. With more than 130 million albums sold worldwide to date, an extensive catalog of hit songs, and more than 2,700 concerts performed in 50 countries for more than 35 million fans, BON JOVI are the consummate rock 'n' roll band. WHAT ABOUT NOW, their latest (and 12<sup>th</sup>) album is out now and includes the hit singles "Because We Can" and the title track "What About Now." BON JOVI's "Because We Can - The Tour" (featuring state-of-the-art production, lighting, and video elements) kicked off in the U.S. in February with concerts slated in arenas and stadiums worldwide through the end of 2013. With a focus towards the future, BON JOVI is offering fans an unprecedented interactive experience via the free BON JOVI APP at the heart of the WHAT ABOUT NOW album and tour. The mobile application ties together the newest BON JOVI content and Augmented Reality technology to bring the BON JOVI experience to life through fans' mobile devices. From the band being painted into the album cover artwork by internationally acclaimed Chinese fine artist Liu Bolin and then "stepping out" from that mural, to alternative versions of videos, and exclusive content launched off the pages of the tour program, BON JOVI is merging music, art, and technology through this groundbreaking endeavor.

For more information on all things BON JOVI (including "Because We Can - The Tour") please visit [www.BonJovi.com](http://www.BonJovi.com).

To download the FREE BON JOVI APP, please visit [www.BonJovi.com/app](http://www.BonJovi.com/app).

#### About Jon Bon Jovi Soul Foundation

Since 2006, the **Jon Bon Jovi Soul Foundation** has existed to combat issues that force families and individuals into economic despair. Through the funding and creation of programs and partnerships, we support innovative community efforts to break the cycle of poverty and homelessness. It is the organization's goal to recognize and maximize the human potential in those affected by poverty and homelessness by offering assistance in establishing programs that provide food and affordable housing while supporting social services and job training programs. Our goal is to assist with rebuilding pride in one's self and one's community - one SOUL at a time. [www.jbjsoulfoundation.org](http://www.jbjsoulfoundation.org)

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