

FOR IMMEDIATE RELEASE

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IT'S EASY BEING GREEN IN SAN DIEGO

San Diego Green Conference “Builds” on Growing Importance of Sustainable Design
Keynote Speakers include Greg Franta, Kevin Burke, and Sandy Wiggins

WHAT: **San Diego Green 2007** (www.sandiegogreen.org), San Diego’s annual conference on green design, building and decision making, is expected to draw over 300 green professionals. The conference is presented jointly by the local chapters of the U.S. Green Building Council (USGBC) and the American Institute of Architects (AIA). As land and resources become increasingly scarce, the sustainable design movement is growing. The conference and green product showcase will present green designers, builders and policymakers with the challenges faced by the building industry – which has a significant impact on natural resources – and the tools they can use to overcome these challenges.

WHEN: September 26 – 28, 2007
A complete schedule of events is available at www.sandiegogreen.org

Highlights:

Conference and Showcase: Thursday, September 27, 7:30 a.m. - 5:30 p.m.
Committee on the Environment (COTE) Green Building Design seminar and tour: Friday, September 28, 7:30 a.m. – 4:30 p.m.

WHO / INTERVIEW OPPORTUNITIES: Keynote speakers include **Greg Franta**, Built Environment Team Leader of Rocky Mountain Institute, an independent nonprofit organization fostering the efficient and restorative use of resources to make the world secure, just, prosperous and life-sustaining; **Kevin Burke**, design partner of William McDonough + Partners and co-designer on several projects that have become milestones in American sustainable design; and Mr. **Sandy Wiggins**, national chair of the U.S. Green Building Council and founder/principal of Consilience, LLC, a national consulting and real estate development firm with a mission to build environmentally, socially and economically sustainable communities.

Also speak with conference co-chairs **Lisa Fabula** and **Zachary Pannier**, who can share the importance and *benefits* of building green. With Southern California commercial and residential development on the rise, the time is now to educate and motivate regional builders, architects and policymakers. They can offer some valuable insight into sustainable growth and how builders and architects can be stewards of the earth.

WHERE: Joan B. Kroc Institute for Peace and Justice
University of San Diego

San Diego, CA

DIGITAL PHOTOS AVAILABLE OF SAN DIEGO GREEN BUILDINGS

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