



PRESS RELEASE



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Green Roofs for Healthy Cities Announces Co-Host Agreements with City of Philadelphia and Pennsylvania Horticultural Society for its *9th Annual CitiesAlive Green Roof and Wall Conference*, Nov 30-Dec 3, 2011

Green Cities: Restoring Urban Waters - Recognizing Philadelphia's Leadership on Green Infrastructure for Cleaner Waters and Healthy Communities

"Here in Philadelphia, we have made a serious commitment to sustainability. Green roofs and green infrastructure are an important part of that commitment, and we are excited to share our work as we welcome you to Philadelphia for CitiesAlive," said Mayor Michael Nutter, City of Philadelphia.

"We are delighted to be working with the City of Philadelphia and the Pennsylvania Horticultural Society (PHS) as our co-hosts for the *9th Annual CitiesAlive Green Roof and Wall Conference*," said Steven W. Peck, GRP, President and Founder of Green Roofs for Healthy Cities. "The leadership demonstrated in Philadelphia will lead to exponential growth in green infrastructure technologies like green roofs, green walls, and urban forests and result in cleaner waters and healthier, more prosperous and sustainable communities." he added.

The *9th Annual CitiesAlive* is the leading multi-disciplinary conference dedicated to growing new business opportunities for green roofs and walls through the latest scientific research, innovative design practices and products, and novel public policy development.

"The Pennsylvania Horticultural Society is proud to co-host this gathering in Philadelphia, where we are finding green solutions to storm water problems," said PHS President Drew Becher. "We look forward to sharing innovative projects of PHS and our partners, and learning the new approaches of conference participants from around the world."

Restoring urban waterways is the main theme for this year's *CitiesAlive Green Roof and Wall Conference*. Cities around the world struggle to find cost-effective solutions to restore their local waters and improve the health and sustainability of their communities. Philadelphia is a world leader in storm water management with plans to spend over \$2 billion on living green infrastructure solutions.

At this year's conference, delegates from North America and around the world will explore leading edge green infrastructure projects, scientific research and policies that have helped put Philadelphia in the forefront of the living green infrastructure revolution. We will work together to address emerging challenges and opportunities including indoor greening, developing the residential market, and urban rooftop food production.

CitiesAlive Conference agenda and registration information are now online. www.greenroofs.org

Media Contact

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Green Roofs for Healthy Cities (GRHC) is a membership-based industry association developing the green (vegetative) roof and wall industry in North America. GRHC's mission is to increase the awareness of the economic, social and environmental benefits of green roofs and green walls, and other forms of living architecture through education, advocacy, professional development and celebrations of excellence. Visit www.greenroofs.org to register and for more information. Media passes are available on-line.