News Release

Cutting Edge Study Linking Green Infrastructure to Health and Economic Benefits to be Presented at Grey to Green Conference in Toronto, August 25th, 2014

TORONTO, ON, June 18, 2014 – Green Roofs for Healthy Cities is pleased to announce that Dr. Kathleen Wolf, professor at the College of Forest Resources of the University of Washington, and director of the Green Cities: Good Health project, will be a keynote speaker at the Grey to Green Conference presenting her research team’s latest work on the economics of improved health resulting from living green infrastructure investment and protection in Toronto, August 25, 2014.

“We’ve reviewed thousands of scientific sources, and the evidence is in - experiences of nearby nature in cities are associated with improved human health and wellness. Parks, trees, and gardens are indeed beautiful, but our work on economic values is showing that ‘vitamin N’ could become a therapy to reduce health costs,” said Dr. Wolf.

Research on living green infrastructure such as urban forests, green roofs, and green walls is demonstrating a wide range of health benefits and related positive economic impacts, the subject of this year’s Grey to Green Conference in Toronto. “As we gain a better understanding of the relationship between green infrastructure and human health it will become increasingly easier to monetize these benefits in terms of public health care,” says Steven Peck, Founder and President, Green Roofs for Healthy Cities and Chair, Green Infrastructure Ontario Coalition. “This conference will help designers and planners understand how to plan and design healthier buildings and communities.”

The Grey to Green Conference features over 75 expert speakers, local project tours, training courses and important networking opportunities. Dr. Wolf’s group of researchers are at the leading edge on the subject of living green infrastructure health and economics.

For information on the Conference Agenda and Registration visit www.greytogreenconfere.org.

Register by July 15th for the early bird rate.

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Media Passes are available. Please contact Tamara Lee, tlee@greenroofs.org for accreditation.

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 for more information.

Green Infrastructure Ontario Coalition is an alliance of organizations that share a common vision for a healthy, green Ontario where the economic, social, environmental and health benefits of green infrastructure are fully realized. Visit www.greeninfrastructureontario.org for more information.