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News Release

CitiesAlive 2010 Green Roof and Wall Conference Announces Agenda and Launches Online Registration

Green Roofs for Healthy Cities (GRHC) and the British Columbia Institute of Technology (BCIT) are pleased to announce the release of the conference agenda and online registration for the 8th Annual CitiesAlive Green Roof and Wall Conference in Vancouver B.C., Nov. 30 – Dec. 3, 2010.

Despite the severe economic downturn last year, the green roof industry grew by 16.1 per cent in 2009 over 2008. CitiesAlive 2010 is a three-day celebration of green roofs and walls, and the only event in North America that is specifically designed to bring the international community together in an effort to address the issues of green roofs and walls as they relate to environmental, social and economic needs on a local, regional and global level. This year will focus on integrated design and contributions to climate change solutions with new projects and markets, new policies and research opportunities designed to maximize widespread green roof and wall implementation.

CitiesAlive will include a formal reception, fantastic local tours, networking sessions, new training courses and Green Roof Professional accreditation testing. The CitiesAlive Trade Show will be populated by industry leaders in the field of green infrastructure and leading-edge educational institutions, with specializations ranging from technical design to public policy.

"This is such a unique opportunity to learn from an incredibly diverse group of experts who are leaders in green roof and wall research in North America," said Steven Peck, President and Founder of Green Roofs for Healthy Cities. "In Vancouver we are launching cutting edge courses on urban agriculture and advanced maintenance."

CitiesAlive will also be introducing the new Integrated Water Management Educational Seminar providing technical and economic information on the design and performance of a fully integrated site and building water management system based on the "Net Zero Water" concept.

"We have been fine-tuning this course through an extensive peer review process and are extremely proud of this workshop we are delivering on managing one of this planet's most precious resources," said Jeffrey Bruce, Chair of the GRHC Board of Directors.

The conference will be held at the Vancouver Convention Centre West which at 6.5 acres, is home to the largest green roof in Canada.

"It is an honor to be hosting this very pertinent event here in Vancouver, and we welcome the international green infrastructure community to meet, learn and address issues of both local and global importance," said Maureen Connelly, Director, Faculty, Centre for Architectural Ecology, BCIT School of Construction and the Environment.

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Green Roofs for Healthy Cities (GRHC) is a trade association of green roof and wall expert designers, installers and manufacturers in North America. Our 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, professionalism and celebrations of excellence. www.greenroofs.org