



*For Immediate Release*  
*Tuesday, December 2, 2008*

**GRHC GOES DIGITAL**  
**Releases the first On-Line Paper on Green Wall Technology**  
**and the Digital *Living Architecture Monitor* Magazine**

On Tuesday December 2, 2008, Green Roofs for Healthy Cities released its flagship *Living Architecture Monitor* magazine in an easy-to-access digital format to over 50,000 potential green roof and wall enthusiasts. The new publication will be ‘tree friendly’ and augment the printed copy of the quarterly publication, already distributed to over 5,000 industry professionals.

“The new format will save paper and energy”, said Steven Peck, President of Green Roofs for Healthy Cities, “It will also provide our members and advertisers with lots of valuable new features such as video clips of products and instant on-line contacts.”

See [http://www.nxtbook.com/dawson/greenroofs/lam\\_2008fall/](http://www.nxtbook.com/dawson/greenroofs/lam_2008fall/) for the digital Living Architecture Monitor.

GRHC also launched the first Introductory Paper on Green Wall Technology that can be downloaded from its web site. The paper is approved by the AIA for one continuing education credit. “We are very pleased to collaborate with *Green Roofs for Healthy Cities* and produce this excellent introduction to current green wall technologies. The discussion of benefits and design should help those interested in learning more about applications to sustainable building and landscape practices,” said James Sable, Director of Marketing and Education at greenscreen®, the firm which sponsored the digital paper.

“This on-line resource will help introduce thousands of designers to the basics of green wall technology and support our full day Green Walls 101 Introductory Design course which we offer in cities throughout the U.S. and Canada,” added Steven Peck.

Going digital is part of an ongoing strategy by Green Roofs for Healthy Cities to make its products more accessible to building professionals while also reducing the environmental impact. The Green Infrastructure Store (<http://www.greeninfrastructurestore.com>) contains a number of resource documents that are now available, including course manuals for green roofs. On June 5, 2009 GRHC will introduce the first multi-disciplinary exam for its new Green Roof Professional (GRP) designation.

*Green Roofs for Healthy Cities – North America, Inc.* is a rapidly growing 501(c)(6), not-for-profit industry association for green roof experts in North America. Its 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.

**MEDIA:**

Steven Peck, Founder & President, GRHC, [speck@greenroofs.org](mailto:speck@greenroofs.org) or (647) 226 4494.