



News Release

Kansas City Landscape Architect Named Chairman of Green Roofs for Healthy Cities

TORONTO, ON – June 11 2009 - Jeffrey L. Bruce, FASLA, LEED, ASIC, Owner & Managing Member of Jeffrey L. Bruce & Company, LLC, a Kansas City, Missouri-based landscape architecture firm, has been named Chair of Green Roofs for Healthy Cities (GRHC). GRHC was founded in 1999 as a small network of public and private organizations, and is now a rapidly growing 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.

"Jeff has been a major contributor to the growth of GRHC", said immediate past Chairman Peter Lowitt, AICP. "As a policy person, my approach has been to establish a foundation for our organization. It's time to move beyond policy to implementation, and I can't think of a better person to lead this initiative than Jeffrey Bruce."

Jeff is a lead instructor of GRHC seminars and has been the Chair of the Training and Accreditation Committee for the past four years where he has worked to develop the Green Roof Professional (GRP) accreditation for the North American green roof industry. "The GRP, like LEED AP before it, will quickly become a new indicator of green building excellence", said Jeff.

Mr. Bruce is Owner of Jeffrey L. Bruce & Company (JBC) a national landscape architectural firm. Founded in 1986, JBC provides highly specialized technical support for many of the nation's leading Architectural and Landscape Architectural firms on a wide variety of project profiles including engineered soils, green roof technologies, urban agronomy, performance sports turf, and irrigation engineering. Mr. Bruce's accomplishments, commitment and vision are well documented. He has received over 60 separate design and leadership awards. Award winning projects of his firm, Jeffrey L. Bruce & Company, have been published 85 times. He has been licensed to practice in 26 states and has served as an invited lecturer, visiting critic, and speaker at over 100 conferences and trade shows. In 1996, Mr. Bruce was elected Fellow of the American Society of Landscape Architects. He is President Elect of the American Society of Irrigation Consultants (ASIC). Mr. Bruce is a LEED (Leadership in Energy & Environmental Design) accredited professional, and is a certified irrigation designer. He was a founding member of Sports Turf Committee for the National Interscholastic Association of Athletic Administrators. Jeffrey L. Bruce & Co. has completed over 60 green roofs and has received five Awards of Excellence from Green Roofs for Healthy Cities.

- 30 -

MEDIA CONTACTS:

Mary A Shuster, Marketing Director, Jeffrey L. Bruce & Company, LLC
(816) 842-8999, mshuster@jlbruce.com, www.jlbruce.com

Steven Peck, President and Founder, Green Roofs for Healthy Cities
(416) 971-4494 x233, speck@greenroofs.org, www.greenroofs.org