



July 16, 2008

PIONEERING GREEN WALL RESEARCHERS WANTED

New industry-supported Green Wall Research Fund seeking requests for proposals for grants to conduct innovative green wall research by Sept. 2, 2008.

TORONTO, CANADA – The Green Walls Group (GWG), a Corporate Member sub-committee of Green Roofs for Healthy Cities – North America, Inc. (GRHC), a non-profit industry association is pleased to announce the first green wall research grant in North America. The group is currently seeking requests for proposals for green wall research projects by Sept. 2, 2008.

Like green roofs, green walls equal cleaner air, cooler cities, reduced energy consumption, less untreated stormwater running into our rivers and streams, and more natural habitat for native plants and animals supporting greater biodiversity. The Green Wall Group has established a Green Wall Research Fund, in order to produce new research on the benefits of green façade and living wall green wall systems. Corporate Members of GRHC's Green Wall Group are: Carl Stahl–DecorCable Innovations LLC; Elevated Landscape Technologies Inc; Green Living Technologies, LLC; greenscreen; and Jakob-USA.

“This fund represents an excellent opportunity to advance our understanding of green wall benefits,” says [Steven W. Peck](#), founder and president of Green Roofs for Healthy Cities. “The fund is an innovative partnership of industry professionals who share a long-term vision of improved community sustainability through the advancement of green wall technologies.”

“As providers of green walls technology, we have long been aware of the benefits green walls give to users of our built environment, and of our primal attraction to green walls, but have up to now lacked the relevant studies that would validate these gains,” says Reuben Freed, chair of the Green Walls Group and principal with greenscreen. “We have heard the growing clamor for specific measurements and verifiable data from industry professionals, builders and owners, and so we are pleased to be able to provide a structure and funding for the work to begin.”

Application guidelines are available on www.greenroofs.org with proposals due September 2, 2008.

[Green Roofs for Healthy Cities – North America, Inc.](#) was founded in 1999 as a small network of public and private organizations and is now a rapidly growing 501(c)(6), not-for-profit industry association for green roof experts 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. We offer a green wall course for industry professionals (Green Walls 101) in cities throughout North America. See www.greenroofs.org for details.

MEDIA:

Steven Peck, Founder & President, GRHC, speck@greenroofs.org or (416) 971-4494 ext. 233 or media@greenroofs.org - www.greenroofs.org

