



FOR IMMEDIATE RELEASE

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NEW GREEN WALL COURSE: A NORTH AMERICAN FIRST
Green Walls Promise to Revolutionize Building Envelops and Fight Climate Change

Toronto, Canada – August 21st, 2007 - Green Roofs for Healthy Cities (GRHC) is pleased to announce the launch of *Green Walls 101: Introduction to Systems and Design*, a full day professional course covering the many benefits, design and implementation strategies for these technologies which allow plants to grow on the exterior or interior of buildings.

“Green walls have enormous potential to improve the health and well being of people by filtering air pollution, reducing energy use, cutting greenhouse gases and providing higher quality outdoor environments in our hotter and hotter urban spaces.” said Steven Peck, Founder and President of Green Roofs for Healthy Cities. “We are very pleased to have assembled the World’s best Green Wall experts to develop this new course”, he added.

“Much more than rooftops and planes out of our pedestrian view, walls of concrete, steel and glass surround us and define space in our world. With green wall technology, panels and cable systems to support them, vines and climbing plants have the ability to selectively define, create and cover vertical surfaces within our field of view with a colorful, natural tapestry of leaves and flowers. The appeal of successful green walls is intuitive and visceral; they bring a natural exuberance to designed structures, and deliver a maximum of beauty from a minimum requirement of space, providing shade, privacy, comfort and vital, visual relief from the hardscape surrounding us,” said Reuben Freed of greenscreen® and Chair of GRHC’s *Green Walls Corporate Members Committee*. The course features leading green wall technologies from Jakob USA, Carl Stahl DecorCable, Inc, greenscreen® and Elevated Landscape Technologies. It will be available in cities across North America for the first time this Fall, including San Francisco, Washington, New York and Boston.

Background:

Green Roofs for Healthy Cities’ is an industry association whose mission is to increase the awareness of the economic, social, and environmental benefits of green roof infrastructure across North America and rapidly advance the development of the market for green roof and wall products and services. Green walls can be constructed using various technologies to vertically anchor plants and irrigation to the interior and exterior of buildings. The benefits of green walls include reducing the heat island effect, cooling ambient temperatures, protecting the structure from ultra-violet rays, improving energy savings, reducing noise pollution, filtering air

pollutants and improving the aesthetics of buildings. This technology can contribute to multiple LEED® Credits, a program of the US and Canadian Green Building Councils. The course will be held in San Francisco, Chicago (10/15/07), New York (10/17/07), Boston (10/19/07), and Washington, D.C. – Please see web site: www.greenroofs.org for details.