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GLOBAL GREEN ROOF INDUSTRY NETWORK LAUNCHED IN BERLIN

In response to the growing international demand for green roof technology, The World Green Roof Infrastructure Network was officially launched from Berlin, Germany today.

Berlin, Germany - December 15, 2007 - The World Green Roof Infrastructure Network (WGRIN), launched today in Berlin Germany, brings together more than 15 green roof professional associations on four continents. In 2006, new green roof associations were also established in Mexico, Australia and New Zealand. Green roof infrastructure involves the use of light-weight growing media, filter fabric, a root repellent and drainage layer, and specially selected plants that can grow on barren rooftops.

“Our mission is to promote the development of green roof infrastructure research, policy development and implementation in countries throughout the world through improved international co-operation,” said Dr. Manfred Koehler, spokesperson for the new organization. “Rooftop greening provides an outstanding opportunity to accomplish multiple sustainability objectives and fight climate change.”

(More)

About Green Roofs:

Green roofs provide unprecedented benefits in stressed urban areas such as:

- Improves storm water management for capital and operational cost savings
- Reduces urban heat island effect and SMOG and peak energy use
- Provides better building energy efficiency by reducing cooling & heating loads
- Improves photo-voltaic panel performance
- Increases Air quality, directly from the increased plants
- Produces Local food and habitat for birds, insects and plants

WGRIN will support the formation of national green roof industry associations in emerging markets and improve information exchange. Additionally, the Network's International Logo Design Competition invites designers to submit their original designs for a logo that will communicate the idea of the green roofs across cultures and languages. For more information visit the WGRIN Web Site: <http://www.worldgreenroof.org/index.php>

Green Roofs for Healthy Cities, the North America green roof association, will be hosting the next meeting of the World Green Roof Infrastructure Network at its annual conference in Minneapolis, Minnesota April 28-May 1, 2007. For conference information, visit <http://greenroofs.org/minneapolis>. For additional information on North American Green Roof Initiatives and Green Roofs for Healthy Cities visit www.greenroofs.org