



# PRESS RELEASE

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**NYC Mayor Bloomberg, Pulitzer Prize-winner Thomas Friedman and Political Commentator Cokie Roberts to Speak at Greenbuild 2011**

*Esteemed thought leaders to frame a Resiliency Agenda, solutions for changing the status quo during world's largest green building conference and expo*

Washington, D.C. – (August 18, 2011) – The lineup of renowned speakers for the U.S. Green Building Council's (USGBC) Greenbuild International Conference & Expo is now live. New York City Mayor Michael Bloomberg, *New York Times* columnist Thomas Friedman, medical anthropologist and physician Paul Farmer, and ABC News political commentator Cokie Roberts will address the more than 25,000 attendees at Greenbuild 2011, taking place Oct. 4-7 in Toronto, Canada.

"Each year, we strive to build a program enriched with thoughtful pairings of expert speakers with topical, relevant and inspiring content," said Kimberly Lewis, Vice President, Conferences & Events, USGBC. "This year, as Greenbuild celebrates its 10 year anniversary and answers the question, 'What's NEXT?' we look forward to hosting a roster of world-renowned visionaries."

This year, Greenbuild will combine its always inspiring opening plenary with a celebration event to take place the evening of Oct. 5 at Toronto's Air Canada Center. Friedman will deliver the opening keynote and then lend his expertise to USGBC's Resiliency Agenda panel. Moderated by Roberts, the panel will discuss resiliency and demonstrate how all industries can play a role in community rebuilding efforts in Haiti, New Orleans and around the globe. Friedman and Roberts will be joined by Dr. Paul Farmer, Chair of Global Health and Social Medicine at Harvard Medical School and Founder of Partners in Health.

"Re-envisioned in honor of the Greenbuild 10th anniversary, this kick-off event will set the tone for the show by urging attendees to envision what's NEXT through connection, innovation, communication and action," said Lewis.

In his 2008 bestselling book, *Hot, Flat, and Crowded*, Friedman, the Pulitzer Prize-winning and internationally renowned author, reporter and columnist, explores the parallels between the climate crisis and the global economic crisis. He is a champion for "Geo-Greenism," a national strategy to make America healthier, richer, more innovative, more productive and more secure.

Medical anthropologist and physician Dr. Farmer has written extensively on health, human rights, and the consequences of social inequality. His new book, *Haiti: After the Earthquake*, makes a thoughtful assessment on what works — and what doesn't — in helping communities recover from disaster.

Roberts, an Emmy Award-winning journalist, bestselling author and a native of New Orleans, serves dually as Senior News Analyst for National Public Radio and Political Analyst for ABC News. An inductee into the Broadcasting and Cable Hall of Fame, Roberts has won countless awards, and was cited as one of the 50 greatest women in the history of broadcasting.

On the final day of Greenbuild, Oct. 7, Mayor Bloomberg will deliver the Closing Plenary and discuss what cities around the world can do to generate real change. Bloomberg will be joined by Natalie Jeremijenko, Director, NYU's xdesign Environmental Health Clinic; John Picard, Principal, John Picard & Associates; and Lisa Strausfeld, Interactive Information Designer & Entrepreneur. With a fast-paced "TED-talk" format, the closing plenary will answer "What's NEXT?" in sustainability in our nation's cities.

Bloomberg catapulted the “Big Apple” into a beacon for the green building movement, making it safer, stronger and greener. As chair of the C40 Cities Climate Leadership Group, Bloomberg made it possible for the largest cities around the world to adopt and implement similar, innovative sustainability policies.

Greenbuild is the world's largest conference and expo dedicated to green building. Thousands of building professionals from all over the world come together at Greenbuild for four days of outstanding educational sessions, renowned speakers, tours of Toronto area green building projects, special seminars and networking events.

Register now to take advantage of the early bird registration discounted rate, ending Aug. 19. Stay connected and follow [@USGBC on Twitter](#) using hashtag #Greenbuild for late-breaking announcements and information. Visit [greenbuildexpo.org](http://greenbuildexpo.org) for more information.

#### **About U.S. Green Building Council (USGBC)**

The U.S. Green Building Council is committed to a prosperous and sustainable future for our nation through cost-efficient and energy-saving green buildings. With a community comprising 79 local affiliates, nearly 16,000 member organizations, and more than 167,000 LEED Professional Credential holders, USGBC is the driving force of an industry that is projected to contribute \$554 billion to the U.S. GDP from 2009-2013. USGBC leads an unlikely diverse constituency of builders and environmentalists, corporations and nonprofit organizations, elected officials and concerned citizens, and teachers and students. For more information, visit [www.usgbc.org](http://www.usgbc.org), on [Twitter](#), [Facebook](#) and [LinkedIn](#).

#### **About Greenbuild**

The U.S. Green Building Council's Greenbuild International Conference & Expo convenes the industry's largest gathering of representatives from all sectors of the green building movement. Three days of extensive educational programming, workshops, a vast exhibition floor and ample networking events provide unrivaled opportunities to learn about the latest technological innovations, explore new products, and exchange ideas with other professionals. Greenbuild is the three time recipient of IMEX Green Meetings Award and the 2011 show will be held on Oct. 4-7, 2011, in Toronto, Canada. Last year's conference in Chicago, Ill. drew more than 28,000 attendees and featured more than 1,800 exhibit booths. Visit [www.greenbuildexpo.org](http://www.greenbuildexpo.org) for more information.

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