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Earth Day Marks the Opening Of Registration For East Coast Green

Tickets and Sponsorship Available For East Coast's Largest GREEN Conference

TRENTON, N.J. (April 21, 2010) -- The Committee on the Environment of the New Jersey chapter of the American Institute of Architects (AIA-NJ), has announced that registration for its East Coast Green Conference to be held at Bally's Atlantic City, N.J., in the fall, will open on Earth Day, April 22.

Trenton-based AIA-NJ, which has about 2,000 members, is the state chapter of the national AIA, which helps architects serve the public's needs and builds awareness of the role of architects and architecture in American society.

"What better time to open up registration for a conference who's main focus is on sustainability in architecture and construction than on Earth Day," said Jason Kliwinski, AIA, LEED AP, president of AIA-NJ, conference co-chair and director of sustainable design with the Spiezle Group in Trenton, N.J. "The goals of both are to raise public awareness about the environment and the path to carbon neutrality."

East Coast Green will be held on Sept. 16 and 17, 2010, in conjunction with AIA-NJ's annual Design Day event on Sept. 16 at which award-winning design projects will be selected in various categories.

The conference will be preceded on Sept. 15, 2010, by a full day of LEED (Leadership in Energy and Environmental Design) workshops sponsored by the New Jersey chapter of the U.S. Green Building Council. A Green Building Expo featuring green building products and materials will also be held in conjunction with the conference.

The theme will be "Meeting the Architecture 2030 Goals." Architecture 2030 is a U.S. based, non-traditional environmental advocacy group focused on protecting the global environment by using innovation and common sense to develop, and quickly implement, bold solutions to global warming.

To register, visit the East Coast Green Web site at www.aia-nj.org/ECG/ and click the "Register to Attend Here" tab. Registration rates can be found on the Web site as well. Pricing varies depending on the package -- two-day pass, one-day pass or a la carte items. "Early Bird" rates are available through July 31 as well as discounts for AIA members, government officials, educators and students.

Sponsorship and exhibit opportunities are also available for the event. Sponsors will have the opportunity to increase their company's visibility in the "greening"

consumer markets, as well as to network with leaders and to present their products and applications to an audience of early adopters and industry leaders.

For information on exhibiting or sponsorship, visit the ECG Web site or e-mail Jack Purvis, AIA, LEED AP, at ECGsponsors@aia-nj.org.

“The line-up of keynote speakers at East Coast Green comprises a virtual who's who of the green marketplace," said Kliwinski. “That, coupled with the cross-disciplinary collaboration, makes this a one-of-a-kind green building conference.”

Keynote speakers include Robert F. Kennedy Jr., Edward Mazria and Bill Reed.

Kennedy, the closing speaker, is senior attorney for the Natural Resources Defense Council, the nation’s most effective environmental action group; chief prosecuting attorney for the Hudson Riverkeeper, New York’s leading clean water advocate; and president of Waterkeeper Alliance, a global environmental organization focused on citizen advocacy regarding waterway issues.

He is also a clinical professor and supervising attorney at White Plains, N.Y.-based Pace University School of Law’s Environmental Litigation Clinic and is co-host of Ring of Fire, a weekly radio program on Air America Radio that focuses on “corporate fat cats, polluters and media spinmeisters.” Earlier in his career, he served as assistant district attorney in New York City.

Kennedy was named one of Time magazine’s “Heroes for the Planet” for his success in helping Riverkeeper lead the fight to restore the Hudson River. The group’s achievements have helped spawn more than 180 “keeper” programs across the country and around the globe.

Mazria, who founded “The Architecture 2030 Challenge,” is the central keynote speaker. He has been responsible for reshaping the debate surrounding climate change and global greenhouse gas emissions by focusing on the role of buildings. Buildings are responsible for almost half of all greenhouse gas emissions annually, with the percentage being even greater globally. The goal of the challenge is for buildings to be carbon neutral by 2030.

Reed, an internationally recognized proponent and practitioner of sustainability, is president of Integrative Design Collaborative, a consulting organization working to evolve green building design practices into an approach that is fully integrated with living systems.

Reed is also principal of the regenerative planning firm, Regenesis, and the strategic environmental planning firm, Integrative Design. Ultimately, his objective is to improve the overall quality of the physical, social and spiritual life of our living places.

About AIA and AIA New Jersey

The American Institute of Architects (AIA) is the professional organization that helps architects serve the public’s needs and builds awareness of the role of architects and architecture in American society. The organization, which was founded in 1857, recently celebrated its 150th anniversary. Headquartered in Washington, D.C., its 300 plus local chapters represent 86,000 licensed architects and associated professionals. AIA New Jersey, based in Trenton, is the local chapter of AIA. In 2000, it celebrated

its 100th anniversary. AIA New Jersey has about 2,000 members in six regional sections. For more information, please visit www.aia-nj.org.

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