



NEWS ADVISORY

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Registration Now Open for U.S. Green Building Council's Annual Greenbuild International Conference & Expo in Chicago

World's largest green building conference returns to the Windy City to celebrate Generation Green

Who: U.S. Green Building Council (USGBC) and an estimated 40,000 attendees

What: 2010 Greenbuild International Conference & Expo

Where: McCormick Place
2301 S. Lake Shore Drive, Chicago, Illinois 60616

When: November 16-19, 2010

Why:

If you are a reporter covering green building, residential or commercial construction, real estate, hospitality, energy or human health, chances are you've encountered the LEED green building program along the way. Members of the press are invited to join an estimated 40,000 attendees at the U.S. Green Building Council's (USGBC) annual Greenbuild International Conference and Expo, which will be held November 16-19, 2010 at McCormick Place in Chicago.

To register, please visit: <http://www.greenbuildexpo.org/Press/Press-Registration.aspx>

This year's theme, *Generation Green: Redefining Our Future*, represents the committed group of individuals and organizations, who, regardless of age, politics, personality, background, profession, demographics or geography, seek out solutions everyday to combat our collective environmental and economic challenges. Generation Green is all of us, and we want to know: What are you doing to redefine our future?

To kick start the "GenGreen" campaign, USGBC is engaging its entire community to answer the question, "What are *you* doing to redefine our future?" by submitting a 30-second video and posting it on the GenGreen webpage here: <http://www.greenbuildexpo.org/GenGreen>. Already the video submissions span age groups, personal green missions, and creative formats, including animation!

"Greenbuild 2010 will be an experience from which all attendees will gain a deeper understanding of the green building movement and how each of us, every day, through small steps and large, are proud, devoted members of the most diverse and defining movement within a generation," said Kimberly Lewis, Vice President of Conferences and Events, U.S. Green Building Council. "As with each year, Greenbuild programming will be a robust grouping of the latest advances within the industry, equipping attendees with the tools and education needed to further advance the mission, open doors in their careers, and meet the foremost experts within the field."

U.S. GREEN BUILDING COUNCIL

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Whether you're a newcomer or a Greenbuild veteran, Greenbuild 2010 will be remembered as the one not to miss. Our nation's history will be reflected by the decisions we collectively make at this juncture. Greenbuild attendees will connect to the green building community, benefit from education, and participate in discourse that will spark innovation, develop resources and create opportunities for a stronger, more prosperous future.

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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 2010 show will be held on Nov. 17-19, 2010, in Chicago, Illinois. This past year's conference in Phoenix, Ariz. drew more than 27,000 attendees and featured more than 1,800 exhibit booths. Visit www.greenbuildexpo.org for more information.