



## **FOR IMMEDIATE RELEASE**

### **Green Roof Industry Grows 28.5 Per Cent in 2010!**

*City of Chicago #1, Washington, DC, #2 in Annual Top Ten US Cities List*

**March 29, 2011** – *Green Roofs for Healthy Cities (GRHC)* is pleased to announce the results of its 2011 *Annual Industry Survey* of Corporate Members which found that the green roof industry grew by 28.5 per cent over the course of 2010, up significantly from 16 per cent growth recorded in 2009!

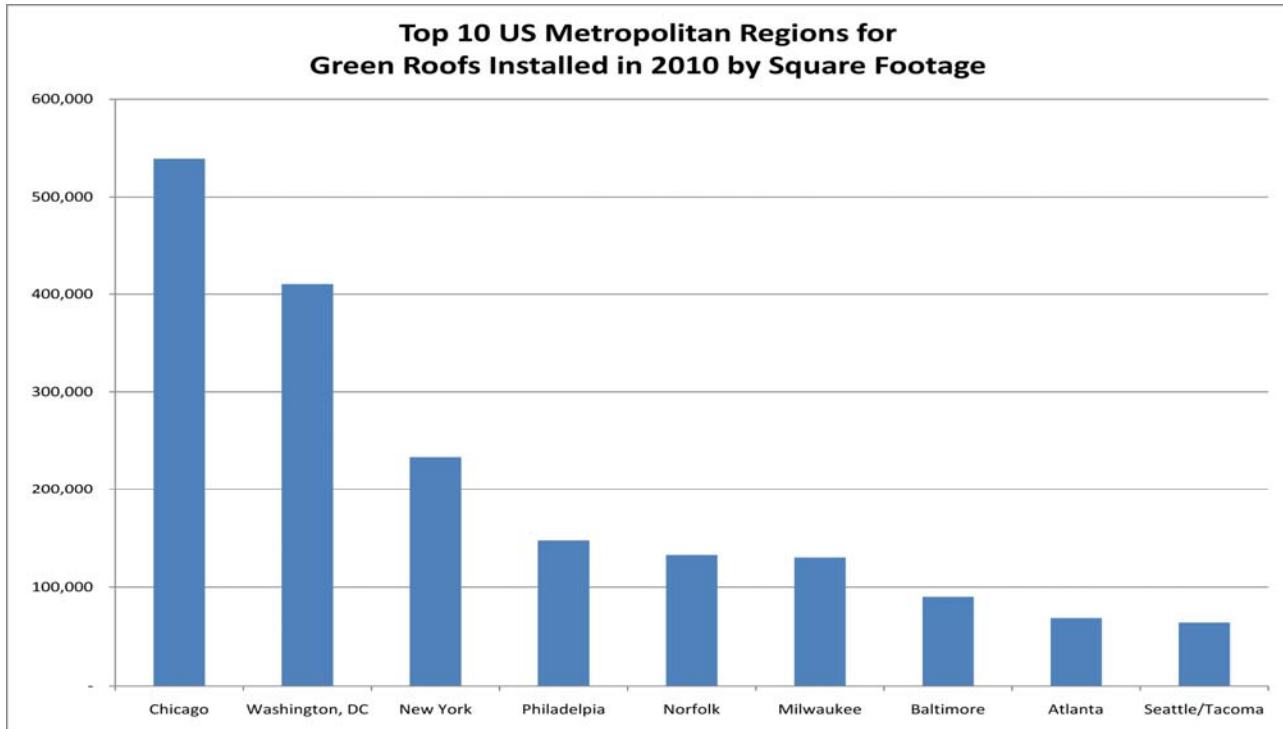
In the Top Ten US Metropolitan Regions List, the City of Chicago led the way for the seventh year in a row, with more than 500,000 square feet installed, followed closely by Washington, DC, partners in the April 11-12, 2011, *Living Architectural Regional Symposium*. [www.wdc.greenroofs.org](http://www.wdc.greenroofs.org)

“Government investment in green roofs for their stormwater, air quality, green space and city cooling benefits largely fuels the growth of our industry,” said Steven W. Peck, Founder and President of GRHC. “Cities such as Chicago, Washington, New York, Portland, Seattle and Philadelphia continue to lead the way with incentives and regulations that recognize the many benefits from green roofs, including much needed green jobs in their communities. We are also seeing tremendous leadership within the federal government and its agencies such as the Environmental Protection Agency and General Services Administration.”

“Chicago is proud of our progress in promoting and installing green roofs especially considering the many benefits they provide in support of the *Chicago Climate Action Plan*. They include: stormwater capture, building insulation, local heat island reduction and new green space for people and wildlife. Green roofs are just a part of Chicago’s support of green infrastructure solutions to make cities more liveable and vibrant through sustainable design and innovative programs,” said Commissioner Suzanne Malec-McKenna of the Chicago Department of Environment.

"It's very gratifying to see the District at #2 nationwide, but no surprise! The District government and our property owners, developers, and residents citywide have embraced green roof technology for its many benefits. And we are really just getting started! I expect green roofs will play an increasingly important role as we improve stormwater management to clean and protect the District's rivers and streams," said Christophe A.G. Tulou, Director of the Washington District Department of the Environment Department.

“As the green roof and wall industry develops further we will see costs come down and benefits to building owners rise, through the application of integrated design practices that turn wasted roof and wall spaces into value added urban farms, habitat, recreational spaces, horticultural therapy centers, energy conservation, green energy production, and stormwater management infrastructure,” said Jeffrey L. Bruce, Chair, GRHC. “The industry is also benefitting from the more than 425 accredited **Green Roof Professionals (GRPs)** in the market. We are committed to driving future industry growth through professional development with new courses in Advanced Maintenance, Green Wall Design, Integrated Site and Building Water Management, and Rooftop Urban Agriculture which are available in Washington April 12 and soon to be on-line in the *Living Architecture Academy*.”



**Background:**

**Green Roofs for Healthy Cities** is a membership-based industry association whose mission is to develop the green roof and wall industry in North America. [www.greenroofs.org](http://www.greenroofs.org).

On April 11-12 the industry will be meeting in Washington DC for a **Regional Living Architecture Symposium** to share information on new policy, research and best practices. Tours, expert sessions, professional training and a trade show comprise the event. Media passes are available.

Green Roofs for Healthy Cities conducts an **Annual Industry Survey** of its members to identify the square footage of green roofs installed each year, in each region of the country. The survey is conducted by an independent, third party consultant. The survey understates the size of the market since it is not completed by all of the companies that are actively designing and building green roofs.

Green Roofs for Healthy Cities recently launched the **Living Architecture Academy**, an online learning center which contains conference proceedings, technical papers, presentations synched to audio, and professional training courses. See [www.grhc.sclivelearningcenter.com/](http://www.grhc.sclivelearningcenter.com/) for details.

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