



USGBC-Illinois Chapter  
222 Merchandise Mart  
Suite 946  
Chicago, IL 60654  
312-245-8300  
www.usgbc-illinois.org

# NEWS RELEASE

---

**Contact:**

Pam Jackson  
Manager of Marketing  
312-245-8300 x204  
pjackson@usgbc-illinois.org

July 16, 2010  
For Immediate Release

## **World's Largest Green Building Conference Returns to Chicago to Celebrate Generation Green**

Chicago, IL – The U.S. Green Building Council (USGBC) - Illinois Chapter is gearing up to welcome over 40,000 attendees to the USGBC's annual Greenbuild International Conference and Expo, which will be held November 16-19, 2010 at McCormick Place in Chicago.

The theme for Greenbuild 2010, *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. To kick start the “GenGreen” campaign, the USGBC - Illinois Chapter is engaging its community to answer the question, “What are *you* doing to redefine our future?” by submitting 30-second videos on what they're doing to define the economically, environmentally and socially prosperous future in Illinois.

To participate in the GenGreen campaign, please upload videos to [Vimeo](#) or [YouTube](#) and tag it with the keyword 'GenGreen/Illinois', then e-mail the video link to the attention of Pam Jackson at [pjackson@usgbc-illinois.org](mailto:pjackson@usgbc-illinois.org). The USGBC - Illinois Chapter is looking to hear from everyone – from the youngest kid to the most seasoned pro, from student to CEO, whether they're taking small steps in their daily life or creating the next big green innovation. Some of the videos may be used as part of the Greenbuild 2010 opening plenary session, so please remember that videos must adhere to the terms and conditions outlined by [YouTube](#) and [Vimeo](#), and must not be overtly promotional of a specific brand or product.

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. To register for Greenbuild 2010 and learn more about the Generation Green campaign, please visit <http://www.greenbuildexpo.org/GenGreen>.

### **About the U.S. Green Building Council - Illinois Chapter**

Formerly the Chicago Chapter, the USGBC - Illinois Chapter was renamed to better reflect the Chapter's work throughout the state. The U.S. Green Building Council – Illinois Chapter's nearly 1,500 members represent the entire spectrum of Illinois' green building community, from real estate professionals, architects, engineers, designers and trade associations to contractors, product manufacturers, state and local government officials, homebuilders and homeowners. The U.S. Green Building Council – Illinois Chapter is the local affiliate of the

U.S. Green Building Council (USGBC), a national non-profit composed of leaders from every sector of the building industry working to promote buildings that are environmentally responsible, profitable and healthy places to live and work. USGBC's Leadership in Energy and Environmental Design (LEED) Green Building Rating System is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. LEED provides a roadmap for measuring and documenting success for every building type and phase of a building lifecycle. The Illinois Chapter furthers the work of USGBC through over 150 annual programs, events, education and research initiatives, advocacy campaigns, and resources throughout its network of seven local branches: Central Illinois, Chicago Fox Valley, North/Northwest Suburban, Rockford/Northern Illinois, South Suburban, West Suburban.

#### **About USGBC & LEED**

The U.S. Green Building Council (USGBC) is the nation's leading coalition of corporations, builders, universities, federal and local agencies, and nonprofit organizations working together to promote buildings that are environmentally responsible, profitable and healthy places to live and work. The USGBC's LEED (Leadership in Energy and Environmental Design) Green Building Rating System is a voluntary third-party rating system where building projects earn credits for satisfying specified green building criteria. Projects are evaluated within five environmental categories: Sustainable Sites, Water Efficiency, Energy and Atmosphere, Materials and Resources, and Indoor Environmental Quality. Certified, Silver, Gold, and Platinum levels of green building certification are awarded based on the total credits earned. The LEED standard has been adopted nationwide by Federal agencies, state and local governments, and interested private companies as the industry standard of measurement for green building. For more information visit: [www.usgbc.org](http://www.usgbc.org).

####

#### **Additional USGBC – Illinois Chapter Contact:**

Doug Widener, Executive Director  
312-245-8300 x201 | [dwidener@usgbc-illinois.org](mailto:dwidener@usgbc-illinois.org)