



Andrew M. Cuomo, Governor

FOR IMMEDIATE RELEASE

THE JAVITS CENTER WELCOMES THE FIFTH ANNUAL GREEN FESTIVAL, THE LARGEST AND LONGEST-RUNNING SUSTAINABILITY EVENT IN THE UNITED STATES

More than 20,000 Attendees Expected to Attend This Year's Dynamic Event

Exclusive Tours of the Javits Center's Award-Winning Green Roof Offered to Participants

NEW YORK (April 15, 2016) – The Javits Center is excited to welcome the Green Festival to Manhattan's West Side, marking the fifth annual edition of the event, the largest and longest running sustainability event in the United States. More than 20,000 attendees enjoyed last year's event, and event organizers are expecting an even larger turnout for this year's three-day show from Friday, April 15 to Sunday, April 17. As a unique platform connecting customers, retailers, wholesalers and corporations interested in green living, the festival boasts the widest selection of green products and services from food, fashion and health to energy, construction and design. Participants can shop and enjoy vegan, vegetarian, organic foods, hands-on demos, educational activities and inspirational speakers. Ticket sales have steadily increased each year, according to event producers, and with the opening of the new Hudson Yards-34th Street subway station, transportation to the Javits Center has been never been easier.

Following the completion of a five-year renovation, the Javits Center has become a model of sustainability within the exposition industry, earning LEED Silver certification from the U.S. Green Building Council. With the installation of energy-efficient lighting and mechanical equipment, thousands of high-performance, translucent glass panels and a 6.75-acre green roof, the second largest of its kind in the country, the building's energy consumption has been reduced by 26%, saving millions of dollars in energy costs. As a part a social media contest coordinated by Green Festivals, two groups of attendees will receive an exclusive tour of the green roof with Javits Center staff.

"The Javits Center has become a leader in sustainability, and we are proud to host Green Festival which champions the great need for green living," said Alan Steel, President and CEO of the New York Convention Center Operating Corporation, which operates the Javits Center. "As part of our focus on sustainability, we work closely with our events to explore ways to reduce energy consumption, recycle materials and donate goods to local organizations. Hosting Green Festival is a testament to our ability to attracting a diverse portfolio of trade shows, conventions and special events to New York."

"We are especially pleased to be back in New York City and thrilled to welcome our 2016 attendees to the Javits Center, a leader in sustainable venues nationwide," said Dr. Corinna Basler, president of Green Festivals, Inc. "Our Expo features the best ways apply

sustainable practices to all aspects of life and work, and we are proud to consider the Javits Center a partner for the Green Festival Expo.”

In January, Governor Andrew M. Cuomo announced a \$1 billion expansion project for the Javits Center, which will include five times more meeting room space, the largest ballroom in the Northeast and an on-site truck marshaling facility that will relocate 20,000 trucks off local streets each year. This expansion will enable the Javits Center to host more dynamic events, improve its operational efficiency and generate nearly \$400 million in additional annual economic activity. Construction is set to begin later this year.

Green Festival

Green Festivals, Inc. organizes Green Festival®, America’s largest and longest-running sustainability and green living event. Green Festival is a vibrant, dynamic marketplace where companies and organizations come to showcase their green products, services and programs, and where people go to learn how to live healthier, more sustainable lives. Green Festival is inspiring and empowering consumers, communities and businesses to work green, play green and live green. Based in Asheville, N.C., the organization produces Green Festival events in New York, Washington D.C., Los Angeles, San Francisco and Portland. Learn more at www.greenfestivals.org, and follow Green Festival on Facebook and Twitter @GreenFestival.

Javits Center

Known as the “Marketplace for the World,” the Javits Center was originally designed by I.M. Pei & Partners and opened in 1986. The iconic facility has since become New York’s primary venue for large conventions, trade shows and special events and serves as home to many of the world’s top 250 trade shows, hosting millions of visitors a year. Located on 11th Avenue between West 34th and West 40th sts. in Manhattan, the Javits Center generates up to \$1.8 billion in economic activity and supports more than 17,000 jobs a year. The New York icon has 840,000 square feet of flexible exhibition space, 102 meeting rooms and four banquet halls, as well as a range of technology services, including state-of-the-art WiFi capabilities. For more information, visit www.javitscenter.com.

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