

GO GREEN EXPO RETURNS TO NEW YORK WITH CELEBRITY ACTIVISTS MARIEL HEMINGWAY, MATTHEW MODINE, ED BEGLEY JR., AND MORE THAN 200 EXHIBITORS

-CBS Television Network and *Gotham Magazine* Join Forces with the Third Annual GO GREEN EXPO on March 19-21 at Pier 92-

New York, NY (March 10, 2010) – Go Green Expo, the nation’s largest eco-friendly trade and consumer lifestyle showcase, returns to New York on March 19-21, 2010, as part of a nationwide tour that also includes Los Angeles, Philadelphia and Atlanta. Building on last year’s success, Go Green Expo 2010—which provides a comprehensive look at the growing green revolution—is expected to attract thousands to this year’s event.

Go Green Expo invites business leaders, eco-minded consumers and their families to explore the latest in every aspect of green living and sustainable business practices including energy, home and building, transportation, electronics, food, and health & beauty. Joining the lineup of keynote speakers this year are actress **Mariel Hemingway**, award-winning actor / director **Ed Begley Jr.** (presented by Enviro-Energies & Water for Life) and award-winning actor / political activist **Matthew Modine**. Additional eco-celebrity speakers include nationally-renowned eco-friendly interior designer **Robin Wilson**, nutritional expert and world-class athlete **Bobby Williams**, *Eco-Sex* author **Stefanie Iris Weiss**, award-winning environmental journalist **Dan Shapley**, eco-author and -blogger **Mindy Pennybacker**, eco-fashion designer **Linda Loudermilk**, and more.

Go Green Expo offers a multitude of interactive seminars and speaker panels led by industry-leading experts including Watershed Program Director **Craig Michaels**, Senior V.P. Worldwide of Rainforest Alliance **Ana Paula Tavares**, eco-business leader **David Kistner** of Green Apple Cleaners and founder / CEO of Go Green Expo, **Bradford Rand**. NYSERDA will be hosting a panel discussion discussing Workforce Development Initiatives, Green Jobs Green New York, Green Multifamily Buildings and Photovoltaic (PV) Systems. Other topics will include Success Stories of Eco-Entrepreneurs, Creating an Eco-Logical Home, Younger Generations Going Green, The State of Our Environment, and Eco-Fashion and Lifestyle.

Key exhibitors include The **Home Depot**, which will showcase the array of Eco-Options available in its stores, automakers **Volkswagen** and **General Motors**, earth-friendly paper goods company **Marcacal**, eco-responsible dental care company **Aquafree**, sustainable printers **Print Responsibly** and **Linda Loudermilk’s** eco-fashion line.

To produce the event, Go Green Expo is partnering with numerous eco-responsible organizations, businesses and publications including *Organic Spa Magazine*, Community Energy, Habitat for Humanity, Riverkeeper, New York Restoration Project, *Natural Home* magazine, *Gotham* magazine, amNewYork, greenhome.com, Greater New York Chamber of Commerce, Sierra Club, New York City

Audubon Society, *KIWI* magazine, *E - The Environmental Magazine*, the Manhattan Chamber of Commerce and Ogden Publications, Inc.

Go Green Expo welcomes all trade professionals to a complimentary business-to-business day on Friday, encouraging organizations to embrace the large-scale use of Earth-friendly products, services and ideas. The event opens Saturday to everyone interested in learning about environmentally friendly goods and services for an unprecedented weekend event.

For more information and a full schedule of the show's events, please visit www.gogreenexpo.com.

WHERE AND WHEN:

Pier 92

12th Avenue and West 55th Street – on the Hudson River
(646) 778-3211
www.piers9294.com

Business-to-Business Expo: Friday, March 19, 2010 • 10 a.m. - 7p.m.

Tickets are complimentary to trade professionals, the press and corporate buyers (please bring business card for admission).

Open to Public:

Saturday, March 20, 2010 • 10 a.m. – 6 p.m.
Sunday, March 21, 2010 • 10 a.m. – 5 p.m.

\$25 for a full-weekend pass—open to both business buyers and consumers—includes complimentary admission to the Architectural Digest Home Design Show located next to Go Green Expo. Use promo code GGENYC for discounted tickets.

Tickets allow access to the entire exhibit floor as well as all panel and speaker discussions. Go Green Expo tickets at the door or online at gogreenexpo.com.

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For exhibiting and sponsorship information, please contact:

Seth Berk, Go Green Expo, LLC, (212) 655-4505, Ext. 244 or SBerk@GoGreenExpo.com

For press information, please contact:

Megan Roarty, **organicworks** PR, (212) 253-0474 or Megan@organicworkspr.com

Emily Lawi, **organicworks** PR, 212-253-0474 or Emily@organicworkspr.com

Ivy Goldberg, **organicworks** PR, (212) 253-0474 or Ivy@organicworkspr.com