

## Press Release

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Press release from: Go Green Expo

The Big Apple Turns Up The Green With New York City's First Go Green Expo, April 2008

Go Green Expo is the First Consumer Event of its Kind to Hit Manhattan -- Designed For a Greener Tomorrow From Sustainable Décor to Eco-Minded Partner, ConEdison Solutions

[\(CSRwire\)](#) NEW YORK, NY - September 18, 2007 - Go Green Expo, the first eco-focused, interactive trade show to take place in New York City, kicks-off two days of environmentally friendly products, services and businesses in all categories for both consumers and business leaders on April 26, 2008 at The Hilton New York. Created as a forum for increasing awareness of environmental challenges, showcasing green products and services, and educating the public and corporate world, Go Green Expo will feature alternative energy sources, green home and business products, hybrid/low emission transportation, ideas for green building, eco-fashion, eco-friendly toys, green travel, organic foods and beverages and much more.

More than 20 of the nation's top eco-minded non-profit groups will also be on hand to participate in the inaugural Go Green Expo event with educational booths and noteworthy speakers from organizations including: RiverKeeper, World Wildlife Fund, New York Restoration Project (NYRP), The Council on the Environment (CENYC), American Forest Foundation, The Rainforest Alliance and Habitat for Humanity to name a few.

The event is the first foray into green production for renowned trade show producer Bradford Rand, CEO of Go Green Expo. For the last 14 years he and his team have produced over 700 events, known for producing the largest and most respected recruitment events in the technology and intelligence community, TECHEXPO, as well as leading hiring events for the fashion industry, WWD Fashion Career Expo. Rand also produces launch events showcasing the finest products for the most affluent consumers; RAND Luxury. "This is an extremely important industry in the world today that needs a forum to educate people," said Rand. "We are excited to add to the momentum building around the industry and help these companies enlighten more people about a green lifestyle"

In addition to guest speakers and exhibitors from the nation's most influential eco-minded business leaders, the event will boast the latest in green design and function. Designed and executed by Stetson, a green exposition and tradeshow contractor, the event will feature 100% recycled visqueen flooring, 100% compostable and biodegradable wastebasket liners, 100% compostable and biodegradable table top coverings, recycled material booth ID signs, biodegradable banner material, soy & water based inks, a natural gas powered forklift, and an extensive recycling and waste management program that takes environmental and social ramifications into account by utilizing local donation programs.

Attendees will be able to take their first step towards a greener tomorrow before they even enter the

event thanks to Go Green Expo's partnership with ConEdison Solutions. Guests who bring their Con Edison utility bill with them to the door can sign up on-site for WIND Power from ConEdison Solutions. Each guest who makes the switch to ConEdison Solutions WIND Power will secure free admission to Go Green Expo 2008. Those who switch will be supporting wind power from NY and PA rather than nuclear and fossil fuel generated power. "ConEdison Solutions supports the goals of the Go Green Expo and is happy to offer attendees the opportunity to switch to WIND Power. As more customers demand renewable energy, more wind farms will be developed and future energy use will have a decreasing impact on the environment." Michael Perna, Vice President of Business Development at ConEdison Solutions.

Eco-minded businesses including Hearst Communications / The Daily Green Plenty Magazine, National Geographic / The Green Guide, Green Drinks NYC, TreeHugger, and Energy Watch are among those supporting Go Green Expo 2008.

For more information visit [www.gogreenexpo.com](http://www.gogreenexpo.com).

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