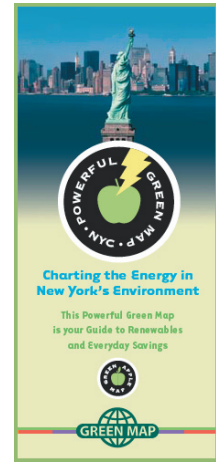




Press Release: 9 · 25 · 06

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300 dpi images & map PDF available



Take Charge, New Yorkers! Get the Power!

Debuting at a critical time, the freshly published **Powerful Green Map of New York** focuses on our energetic environment, charting current impacts and climate change predictions, energy conservation and renewables. A great resource for individuals, businesses, journalists and others, this map has great potential to mark a turning point in our city's energy future.

“Taking action to make smart energy choices will help us move towards a more secure and empowered future, in addition to having a positive impact on our environment and our wallets. We expect the new Powerful Green Map to improve the quality of life for all New Yorkers,” says Wendy E. Brawer, founding director of Green Map System, the global eco-cultural mapping organization behind this timely community media project.

The Powerful Green Map has something relevant for everyone: use it to reduce greenhouse gases and unhealthy pollutants while lowering your utility bills, find a new cycling route, see cutting edge green buildings, plan a riverside solar tour with the kids, or track down fresh local vegetables for dinner. The project's website, **GreenAppleMap.org**, features a new digital edition of the Powerful Green Map, plus resources in English, Spanish and Chinese and a place for the public to add energy tips and more.

The Powerful Green Map is the fifth citywide edition of the Green Apple Map of NYC's environment since 1992, and the first to focus on a single critically important theme - energy. It provides an exciting overview and habit-changing resources for everyone. With its three perspectives on NYC's energy environment – the Everyday and Easy, the Powerful Investments and the Downsides of our “fuelish” choices, this map charts hundreds of sites around NYC and links users to 200 online resources.

The printed edition includes 100,000 copies in folded and poster formats, published on 100% post-consumer recycled paper. The handy pocket-sized folding Powerful Green Maps are free and poster editions are available for just \$5, thanks to support from New York City Environmental Fund, Greenacre Foundation, the Durst Organization, Community Energy, altPOWER, Inc., Race Age Inc., NRDC, Angelica Kitchen, Chris Benedict RA and many other proponents of a clean, safe and secure energy future.

Get free copies of the new Powerful Green Map for your friends, neighbors or class at Greenmarkets around town, at Earth Day events or check online at GreenAppleMap.org for more pick up points. For one copy by mail, send a self-addressed stamped (\$.63) envelope to Green Map, PO Box 249, NYC 10002-0249. For several, call Green Map at 212 674 1631 or email apple@greenmap.org. OVER

Take Charge, New Yorkers! Get the Power!

Green Map® System is the creator of the Powerful Green Map. This Lower East Side eco-cultural non-profit organization has offered communities worldwide the tools to research, design and publish their own local Green Maps since 1995. It has become an award-winning catalyst for new sustainable community development projects, offering technical assistance, central archives and collaboratively developed adaptable mapping resources to all. Today, the Green Map network has spread to more than 360 cities and towns in 48 countries. This movement is prolific - over 260 Green Maps are in print or on-line. In 2006 alone, these diverse cities are among those with freshly published Green Maps:

Citywide:	Manila Phillipines	Tokyo Japan Cycling Green Map	Jerusalem Israel
	Stockholm Sweden	Banda Aceh District Indonesia	Dublin Ireland
USA:	Cambridge MA	NYC's Powerful Green Map	Santa Monica Bay CA
	Elizabeth River-Arthur Kill Watershed NJ		and many others...

Plus a unique suite of corporate facility Energy Green Maps in Taiwan and
& special exhibits by youth Green Mapmakers in 25 Thai cities and all across Israel

Each locally-produced Green Map is a unique, fresh perspective on the environment of home, yet all utilize globally designed Green Map Icons to identify, promote and link green, social and cultural sites. Despite language and cultural differences, the universal iconography helps residents of communities around the world understand and get involved while encouraging visitors to replicate model greening initiatives. Visit **GreenMap.org** to find out more about citywide and youth Green Map projects and their diverse objectives and outcomes. Visit the Green Map Store, which offers 4 collaboratively produced Green Map books (in English, Chinese, Japanese and Spanish), and Green Maps from around the world.

The Powerful Green Map is the 225th Green Map published worldwide. Launched at the first public event of the new Tishman Environment and Design Center at The New School on February 15th, its impacts on NYC's energy environment will be intensified by those who disseminate copies in neighborhoods, workplaces, community centers and block parties in all 5 boroughs. As of summer, two-thirds of the press run has been distributed - while they last, Green Map System invites your requests for free copies - email apple@greenmap.org or call 212 674 1631.



guides for sustainable living

Green Map System is a non-profit 501c3 organization
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