



**Press Release**

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## Introducing GreenMapNYC.org

New York – To answer the question, *How Green is My City?*, the original Green Map of New York City was first published 20 years ago. Marking the importance of this anniversary and the remarkable spread of the Green Map movement to 65 countries, a fresh new website has been launched at **GreenMapNYC.org**.

“Highlighting our own printed and interactive Green Maps alongside those created by youth, university, nonprofit and community groups throughout the city, this new website was beautifully designed by OTTO NY and developed by Oceanic Communications, based in Suva, Fiji”, said Wendy Brawer, Founding Director of Green Map System. “When we applied to *desigNYC*’s matching program for a donated website, we hoped a terrific online experience would result. We are delighted with the outcome!” In addition to a wide array of themed and comprehensive Green Maps of NYC, the public is invited to explore the events, collaborations and presentations of this East Village-based nonprofit organization. New Yorkers and users worldwide can also find out how to contribute to a ‘social map’ made on the Open Green Map platform or create a new Green Map.

Work on this dynamic new website began in 2011. The talented design team includes David Kohler, Chris Yun, and Hope Kohler-Pinto of OTTONY.com and Jonathan Segal, Nitesh Chandra and Tanshul Kumar of Oceanic Communications Fiji– each of whom contributed a great deal of creativity and effort. As seen at *desigNYC.org*, each partnering non-profit and design company is advised by a seasoned designer, which in this case was Worldstudio’s Mark Randall. Content for the new website was developed by Green Map’s staff including Wendy Brawer, Brigid Keating and Matthew Willse.

"A project of this size is always a challenge. Rethinking a system that has grown organically can

be daunting. Thankfully, Wendy and her team were up for the challenge. We are proud to have helped **GreenMapNYC.org** evolve and hope the site will continue to grow and increase the organization's impact." stated David Kohler, Principal, OTTO NY. Jonathan Segal, CEO, Oceanic Communications Fiji added, "Oceanic was privileged to be given the opportunity to manage the GreenMapNYC.org development and we look forward to tracking its success as well as the continued growth of the project worldwide."

Completed in July 2012, a special celebration will take place in the fall – watch for an event announcement on **GreenMapNYC.org**.

### **Think Global, Map Local!**

While continuously creating local Green Maps for NYC, Green Map System's approach to engaging communities in sustainable living has activated participation in 820 cities, towns and campuses in 65 countries, as seen at **GreenMap.org**. Each Green Map project is unique, but all utilize globally designed Green Map Icons to highlight greener, healthier and more convivial ways to shop, get around, work, recreate and learn. Community gardens, farmers markets, bike lanes, solar and historical sites are included in the set of 170 symbols that identify, promote and link natural, cultural, social and green living resources, as seen at **GreenMap.org/icons**.

Green Map System creates and shares adaptable mapmaking guides, curricula and multilingual community engagement resources, including an acclaimed online mapping platform. Today, more than 300 Open Green Maps can be explored or enhanced by the public. This fall, over 500 uniquely designed printed Green Maps created worldwide will be archived in the esteemed Map Collection of the New York Public Library. An ideal resource for community planners, sustainability practitioners, social innovators and students, the Green Map Archive will grow to include newly printed maps in the future.

Green Map System continues to innovate with local New York editions that address pressing environmental, economic and social issues. In Spring 2012, Green Map System debuted a new interactive map about renewables, energy conservation and smart ways to address power

needs. Anyone can embed this electrifying map in their website or blog. Check it out at **GreenMap.org/nyc-energy**.

Green Map System values the opportunity to engage new avenues of awareness, build networks and skills. The organization works with diverse local partners, including universities (NYU, Pace, Parsons and Columbia), environmental groups (Local Spokes, Time's Up, Recycle-A-Bicycle, NYC Climate Coalition), and initiatives ranging from the Manhattan Borough President's 'Go Green Lower East Side Committee' to Fourth Arts Block's 'Model Block' and the Partnership for Parks 'Catalyst Program.' Many partners request specialized, map-related consulting and training to ensure that both the mapmaking process and the resulting maps can impact a wide diversity of community members, decision-makers and visitors.

Contact Green Map System at 212 674 1631 or [info@greenmap.org](mailto:info@greenmap.org) for more information, or simply go online to learn more at the New York website, **GreenMapNYC.org** or at the global **GreenMap.org**.

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