



**Press Release**  
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## **Open Green Map, a New Way to Experience the World**

Promoting local green living, nature and culture since 1995, Green Map System has empowered a diverse locally-led mapmaking movement that has spread to more than 500 cities, towns and villages in 54 countries. Committed to engaging communities and individuals in charting a sustainable future, the New York City-based non-profit organization is currently in Preview phase on their most powerful online tool to date – the Open Green Map.

As seen at **OpenGreenMap.org**, this participatory mapmaking platform makes a vast array of carefully researched sites, routes and resources charted by local Green Mapmakers instantly accessible. Moreover, it is open to public insights, images and impact assessments for each site on the map. Open Green Map merges familiar Google Map technology with globally recognized Green Map Icons and local knowledge to energize the booming green, go local, ecotourism and social justice movements worldwide. Each Open Green Map encourages exploration and action as it expedites the transfer of model initiatives and, most importantly, gives all users a voice and hope for a sustainable future.

"Under development since Spring, we recently invited our global network of Green Map projects to make the first maps," stated Wendy Brawer, founding director. "The first 36 maps

and 2300 sites can now be explored. Mapmakers from Santa Monica to Baltimore and Stockholm to Yogyakarta have set a high standard for the all the maps to come." By streamlining the task of mapmaking, the network expects to inspire thousands of communities to get on the map. The goal is to give all users a fresh perception of the opportunities to make greener everyday choices, enjoy and care for the nature that is nearby and celebrate their own community's special places and social resources.

Easily customized by the users, Open Green Maps can already be explored in multiple websites and blogs. Soon, Green Map System will begin development of mobile phone and data sharing applications that will make the rich array of Open Green Mapped sites accessible on the go. Explore the Design Preview online for more details.

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

OpenGreenMap.org has already received significant press and recognition even before its public launch, as noted in the online testimonials. Most recently, it has been selected as a finalist in Tele Atlas Maps in Apps competition and a 2008 NetSquared Featured Project. Green Map System has been a Technology Benefiting Humanity Laureate since 2001 and recipient of 1999's National Sustainability Award in New Communications Tools, among other honors.

Explore the world at GreenMap.org and reach the global office at [info@greenmap.org](mailto:info@greenmap.org) or 212 674 1631. The organization welcomes financial, technical and media support as it extends a hand to all communities striving to go green. #