

CITY OF JERSEY CITY

JERRAMIAH T. HEALY
MAYOR



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FOR IMMEDIATE RELEASE
November 17, 2010

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City Hall to Host 3rd Annual Sustainable Cities Conference in cooperation with Jersey City Food Co-Op's Green Fair and Rising Ride Capital during Global Entrepreneurship Week in Jersey City

JERSEY CITY – Mayor Jerramiah T. Healy, the **Municipal Council**, and the **Division of Planning** in cooperation with **Jersey City Food Co-op Initiative** and **Rising Ride Capital** will host the **3rd Annual Sustainable Cities Conference** and **Green Fair** during Global Entrepreneurship Week from **12:00 p.m. – 5:00 p.m.** on **Saturday, November 20th** in **City Hall, 280 Grove Street**. This event is free & open to the public.

“More than ever, people are taking a greater interest in protecting the environment and many businesses and manufacturers are responding,” said **Mayor Healy**. “In building partnerships, we are making a commitment to changing behavior in conserving our resources whether it’s through saving energy, recycling, promoting carpooling and public transportation, or by educating others on home energy conservation.”

Jersey City is committed to sustainable development and living. The collaboration of grassroots networks, government and business involvement, as well as the widespread participation of everyone, develops positive ecological alternatives that express the social and ecological values of building a *Green* economy. In order to accomplish this, establishing ecological conduct and practices that is integrated into everyday economic life is vital to the goal.

Some participating businesses & organizations include: JC Food Coop, Bag the Habit, Nishani Wellness, Alliance Cooperative Energy, Viridian Energy, Made With Love, Subia's Organic Market, GreenShave, Magic Cleaning Service, Hamilton Health & Fitness, Yoga Shunya, Quantum Vita Body Therapy, Hudson Perinatal Consortium, Bio-Kleen Services, Home Ecological Awareness, and Home Economics.

There will be two exciting panel discussions on urban agriculture & sustainability in Jersey City. The first panel discussion, ***Urban Agriculture for Sustainable Living***, will be held from **1:15 p.m. - 2:45 p.m.** Moderated by Executive Dean **Robert M. Goodman**, Agriculture & Natural Resources of Rutgers University, include panelists: **Mona Shomali**, Adjunct Instructor & Environmental Policy Analyst, New York University; **Dr. William Montgomery**, Geoscience/Geography Dept, New Jersey City University; **Athena Sarafides**, LEED AP, NJ Department of Environmental Protection; **Sister Alice**, Jersey City Urban Farmer, Our Lady of Sorrows, Ward F; **Bill Loughlin**, Jersey City Urban Farmer, MS4; **Kendrya Close**, Executive Director, Foodshed Alliance; and **Brian Bruno**, Apple Ridge Farm/Stone Oven Bakery & Foodshed Alliance member.

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The second panel discussion, *What's Green in Jersey City*, moderated by **Bill Matsikoudis**, Corporation Counsel of the City of Jersey City, will be held from **3:00 p.m. - 4:30 p.m.** Panelists include: **Liz Long**, Bag the Habit, Limiting the Use of Plastic Bags & the Benefits of Reusable Bags; **Matthew Munter**, EMG, Jersey City's Upcoming Energy Audit; **Daniel Gans**, Hoboken Brownstone, Soon to Be Built Green Residential Project in Jersey City; **Michael Flett**, CEO and President of Flett Exchange, Trading SRECs in Jersey City; and **Donald Henry**, Urbahn Architects, Jersey City's Planned LEED Platinum Municipal Services Complex.

Visitors are encouraged to bring their unwanted stash of plastic bags & old eyeglasses for recycling which will be collected by *New Eyes for the Needy*.

About Our Partners

The *Jersey City Food Co-op Initiative* was formed to establish a member owned and operated, retail food cooperative storefront for Jersey City. Their mission is to provide access to nutritious and high-quality foods at a fair price. Supporting local farmers, investing in the local economy and making healthy food available to all, is achieved by creating a cooperative network with local and regional producers of ethically grown and produced goods.

Founded in 1932, *New Eyes for the Needy*, a non-profit/non-sectarian volunteer organization, has brought improved vision and hope for a better future to more than 7,000,000 people in the U.S. and around the world by purchasing new eyeglasses and recycling donated glasses for distribution to indigent people in developing nations worldwide.

New Eyes for the Needy also appreciates donations of: plastic eyeglasses, reading glasses and sunglasses in good condition; metal eyeglasses in any condition; hearing aids; pairs of prescription lenses; watches, silver and gold jewelry, and costume jewelry; silverware and giftware; and dentures with gold inlays.

About Global Entrepreneurship Week

Designed to promote local small businesses and economic growth at a critical time of the year, **Global Entrepreneurship Week** features various activities that will take place in locations throughout Jersey City from **November 15 to 21, 2010**. There will be [over 30 seminars, panel discussions, market fairs, networking and fun events](#) brought to you by [local non-profits, volunteers, business support organizations](#), and Rising Tide Capital.

Locally spearheaded by Rising Tide Capital (RTC) in Jersey City in partnership with a host of public officials, successful local entrepreneurs, partnering non-profits, universities and colleges, public agencies and media. The week will connect people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators. Students, educators, entrepreneurs, business leaders, employees, non-profit leaders, government officials and more will participate in a range of activities—from online to face-to-face, and from large-scale competitions to intimate networking events.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.///



Global Entrepreneurship Week JERSEY CITY

JERSEY CITY'S THIRD SUSTAINABLE CITIES CONFERENCE

IN COOPERATION WITH
THE GREEN FAIR

City Hall Rotunda & City Council Chambers
280 Grove St, Jersey City, NJ
November 20, 2010
12PM-5PM
Free Admission

Shop green, shop local!

Check out the latest & greatest that local, green entrepreneurs have to offer! This marketplace will feature local businesses & organizations that promote sustainability, wellness, & action to change the world-one idea at a time!

Join the Conversation!

Don't miss an opportunity to attend two excellent panel discussions on regional sustainability and urban agriculture that will take place in City Council Chambers.

- **1:15PM-2:45PM:** "Urban Agriculture for Sustainable Living"
- **3:00PM-4:30PM:** "What's Green in Jersey City"

Brought to you by:



JERSEY CITY'S



THIRD SUSTAINABLE CITIES CONFERENCE

IN COOPERATION WITH THE GREEN FAIR

Saturday, November 20, 2010 (12:00noon - 5:00 pm)

A marketplace for local green businesses and a panel discussion on urban agriculture in Jersey City.
City Hall, 280 Grove Street, Jersey City, NJ

Rotunda:

12:00pm to 5:00pm

Vendor Fair

Council Chambers:

1:00pm to 1:15pm

Mayor Jerramiah T. Healy Opening Remarks

1:15pm to 2:45pm

Urban Agriculture for Sustainable Living

2:45pm to 3:00pm

Break

3:00pm to 4:30pm

What's Green in Jersey City

1:15PM – 2:45PM

Panel One: *Urban Agriculture for Sustainable Living*

Moderator: Executive Dean Robert M. Goodman, Agriculture and Natural Resources & New Jersey Agriculture Experiment Station, Rutgers University

Panelists:

Mona Shomali, Adjunct Instructor & Environmental Policy Analyst, New York University

Dr. William Montgomery, Geoscience/Geography Dept, New Jersey City University

Athena Sarafides, LEED AP, NJ Department of Environmental Protection

Sister Alice, Jersey City Urban Farmer, Our Lady of Sorrows, Ward F

Bill Loughlin, Jersey City Urban Farmer, MS4

Kendrya Close, Executive Director, Foodshed Alliance

Brian Bruno, Apple Ridge Farm/Stone Oven Bakery & Foodshed Alliance member

3:00PM – 4:30PM

Panel Two: *What's Green In Jersey City*

Moderator: Bill Matsikoudis, Corporation Counsel, City of Jersey City

Panelists:

Liz Long, Bag the Habit, *Limiting the Use of Plastic Bags & the Benefits of Reusable Bags*

Matthew Munter, EMG, *Jersey City's Upcoming Energy Audit*

Daniel Gans, Hoboken Brownstone, *Soon to Be Built Green Residential Project in Jersey City*

Michael Flett, CEO and President of Flett Exchange, *Trading SRECs in Jersey City*

Donald Henry, Urbahn Architects, *Jersey City's Planned LEED Platinum Municipal Services Complex*

