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**“ART AND CULTURE GOES GREEN”: PROGRAM TO SHOWCASE  
DIFFERENT INDUSTRIES’ EFFORTS TO ENHANCE ENVIRONMENT**

PHILADELPHIA, January 21, 2009 — WHYY will host a special workshop on energy conservation and green building practices January 26 from 12:30 to 2:00 p.m. featuring one of the nation’s leading experts in the field.

Sponsored by PECO and the Greater Philadelphia Cultural Alliance, “Art and Culture Goes Green” will also include a screening of a document on going green and panel discussion before an audience of nonprofit and sustainability organizations. Jeff Gordon, manager of corporate relations at PECO, will kick off the event by discussing the company’s plans to install a 45,000-square-foot living roof.

Jerry Yudelson, head of the consulting team at Tucson, Ariz.-based Yudelson Associates and one of the nation’s leading experts on green buildings and green building marketing, will deliver the keynote presentation, “Green is the New Black.” He will discuss the 10 trends driving green building in 2009. He will also cover the latest news about green housing, energy, economy and jobs.

Yudelson, who has served on the national board of the U.S. Green Building Council and co-founded Cascadia, the organization’s first regional chapter, in the Pacific Northwest in 1998, will explain how green initiatives can be integrated into buildings to produce returns on investment and stimulate marketing and public relations campaigns.

The screening will showcase Philadelphia-based Arden Theatre’s recent energy audit, sponsored by PECO.

The event will close with a discussion featuring Amy Murphy, managing director of the Arden Theatre; Chris Waldron, conservation programs manager at the Philadelphia Zoo; and Yudelson. The discussion will be moderated by Tracey Matisak, member of WHYY’s News and Public Affairs Service.

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