



FOR IMMEDIATE RELEASE:
EARTH DAY APRIL 22, 2011

GREENVU.COM LAUNCHES ON EARTH DAY, APRIL 22, 2011
Website Offers Gateway to Resources and Valuable Information for the Entire Green Community – From Educators to Environmentalists, Corporations to Communities

For Immediate Release: Boca Raton, FL – Friday, April 22nd, 2011:

GreenVu.com plans to be the premier central clearinghouse where corporations, individuals and organizations can tell their green stories. “Everyone has a green story to tell,” says Bill Cocose, founder. “We wanted to provide a forum where you can engage with academic institutions, learn about research initiatives and corporate success stories, interact with individuals and communities, and share green successes and failures while collectively supporting each other.”

GreenVu, operated by a 501(c)(3) nonprofit, was founded on the principles of neutrality, transparency and universal access to valuable information, as well as the philosophy that by sharing stories of both success and failure, we can better prepare future generations and provide the tools and support for successful green initiatives. Formed by professionals with decades of expertise in sustainability, smart growth, environment, construction, development, finance and Brownfields, GreenVu’s mission is to help connect the green community, and to promote the efficient collection, organization and dissemination of green stories, information and resources worldwide.

GreenVu will provide an immediate portal to valuable data including videos, sustainability reports, case studies and whitepapers, as well as accessibility to the actual innovators and visionaries who are leading the charge – from corporations to communities, environmentalists to engineers, academics to activists, individuals to innovators.

Says Cocose, “Everyone’s got a green story to tell, from corporations reaching out to customers or investors, to a university wanting to talk about both green efforts in their facilities as well as their green curricula to attract students, to a community looking for solutions to sustainability problems and trying to attract new residents, to NGOs getting their very good stories told more broadly. Even our politicians wish to communicate their green stories. We want to be the place where everyone can conveniently, completely and reliably find this information. We don’t want to compete with the excellent green web initiatives already in place, but rather view ourselves as a value-added benefit to all, by providing links, feature stories, partnerships and other ways to support individual efforts.

Cocose's transition from construction and development in Chicago to Brownfields nationwide opened his eyes to the value and importance of recycling land and buildings. "As parents of young fraternal twin boys," says Cocose, "both my wife and I care deeply about conserving nature and the wildlife occupying our planet, and doing whatever we can to help show our youth that you can make a living and make a difference. We see the importance of turning future generations into proactive rather than reactive cultures when it comes to managing and respecting our precious resources."

"Sharing information and helping to connect the very good dots already in place helps to educate us all, and if we can unite the green community, then the sum will vastly exceed the individual parts."

What's Your Story? Come share at www.greenvu.com.

FOR MORE INFORMATION,

CONTACT:

Bill Cocose

wcocose@GreenVu.com

561-704-1000