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FOR IMMEDIATE RELEASE

The asthma & allergy friendly® Certification Program Takes the Virtual Stage at Digital Greenbuild 2020 International Conference & Expo, the Largest Annual Event for Green Building Professionals Worldwide

Washington, DC (November 10, 2020) – The [asthma & allergy friendly® Certification Program](#), which is jointly run by [Allergy Standards Limited \(ASL\)](#) and the [Asthma and Allergy Foundation of America](#) is pleased to be taking part in the virtual [Greenbuild International Conference & Expo](#) taking place November 10 – 12, 2020. The Certification Program will join other leading organizations and industry innovators during this capstone event, which is known as the premiere networking, learning and sourcing event for green building professionals to identify cutting edge solutions to improve resilience, sustainability, and quality of life in buildings, cities, and communities. Usually an in-person annual event, it will be all web-based due to the COVID-19 pandemic.

The asthma & allergy friendly® Certification Program's participation will be two-fold:

- The Certification Program will be a main feature at Greenbuild 2020. Attendees are encouraged to visit [its virtual, interactive booth](#) to learn more about the asthma & allergy friendly® Certification Program. Online attendees can also learn more about the Program's collaboration between [Allergy Standards Limited \(ASL\)](#) and the [Asthma and Allergy Foundation of America](#). It's an opportunity to gain a stronger understanding of the Program's powerful mission and find out more about its CERTIFIED client partners across over 13 product categories of building supply & household-related offerings. These include [Tarkett](#) and [Benjamin Moore](#) which will also exhibit during Greenbuild. Brett Barasch, U.S. Business Development Manager for the [Certification Program](#) will also be available to interact with visitors.
- [Allergy Standards Limited CEO, Dr. John McKeon](#) will kick off the first day of Greenbuild by serving as a keynote speaker during CERTIFIED partner [Tarkett](#)'s online booth. Tracy Washington Enger of the Environmental Protection Agency (EPA) and Chris Hsieh of Trane Technologies - another Certification Program partner will also participate. During this highly anticipated educational session led by Tarkett's product sustainability manager, Sarah Enaharo, these speakers will discuss the importance of indoor air quality and its relationship to human health and productivity. Dr. McKeon will convey key insights about the heightened importance & awareness of Indoor Air Quality during the Covid-19 pandemic. He will also discuss triggers of Indoor Air Pollution, and how to create a healthy home environment through building materials, best practices, and beyond. Tarkett is a flooring company that has earned the [asthma & allergy friendly® Certification](#), and the company's mission is also in full alignment with the Certification Program.

"The moon shot for construction and design professionals is to embrace the paradigm shift from an engineering focus to a people centred healthy design approach. It sounds odd, but let's make air 'visible' through relating it to people's health and wellness, and not just through the lens of energy efficiency audits", says Dr. John McKeon.

More details, interview quotes, and high-resolution photography for the Certification Program and our CERTIFIED client partners are available upon request.

About the asthma & allergy friendly® Certification Program

The asthma & allergy friendly® Certification Program is a unique, groundbreaking collaboration between the Asthma and Allergy Foundation of America and Allergy Standards Limited. This program helps people make informed purchases for a #healthierhome. We test household products against strict standards. If products pass our tests, they earn the CERTIFIED asthma & allergy friendly® mark. Certified products include air cleaners, bedding, cleaning products, flooring, paints, vacuum cleaners, washing machines, and more. Visit aafa.org/certified for more information.