



## PRESS RELEASE

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### **US Green Building Council NJ Hosts the 6<sup>th</sup> Annual Summer Social and Gives Disadvantaged NJ Kids a Green Day at the Beach to Always Remember**



**USGBC NJ, sponsors & attendees made it possible for 200 kids from NJ children's clubs to attend this fun & educational day FREE OF CHARGE.**

The 6<sup>th</sup> Annual US Green Building Council- New Jersey Chapter's (USGBC NJ) Summer Social took place on Thursday, August 15<sup>th</sup> at Jenkinson's Pavilion in Point Pleasant, NJ. Presented by USGBC NJ's Central

Branch- a dedicated volunteer group of sustainability professionals- this annual gathering has expanded to become more than just a terrific networking event, but also a charitable day focusing on New Jersey kids.

The USGBC NJ summer social brings education for children as well as a networking opportunity for professionals in the green building and related industries. Though this event is presented by the Central Branch, it is truly a state-wide event, drawing attendees from far and wide.

This is the third consecutive year that the Summer Social dedicated the day-time activities to "green" education on the sand, and amusement activities for kids from around the state. In 2012, USGBC NJ sponsored the day for 159 disadvantaged kids.

This year, USGBC NJ hosted 200 kids from organizations such as Big Brothers - Big Sisters and the Boys & Girls Clubs, from counties including Morris, Bergen, Passaic, Sussex, Mercer, Ocean and Monmouth.

Activities for these kids (and their handful of chaperons) ran from 11:00 a.m. to 4:00 p.m. and included Speed LEED\* by Educators (interactive GREEN activities and learning experiences on the beach, solar powered race cars, eco displays), face painting, and all day beach passes. USGBC NJ also provided a pizza lunch and free tickets for Jenkinson's amusement rides, mini-golf, fun house &/or aquarium. (The daytime activities were open to children 14 and under, in general, not just Children's Club attendees.)

The educational activities were presented by environmental experts and environmental educators who volunteer their time, making sure these activities are fun and stimulating as well. This year, the NJ School Boards Association (NJSBA) coordinated the educators at the Summer Social. Who were the professional educators? NJSBA's Sustainable Schools Specialist and USGBC NJ chapter K-12 education chair, the USGBC's Center for Green Schools – Green Fellow, Department of Environmental Protection educational specialists, a Burlington County College renewable energy educator, Sustainable Learning Systems volunteers and past presidents of the Alliance for NJ Environmental Education (ANJEE), Eco-Schools USA – New Jersey Coordinator, New Jersey Audubon and NJ Farm to School director. Additionally, volunteer boys from Delomay (Leaders of NJ) local chapter were on the beach to help the educators. Activities ranged from, Speed LEED, a quick overview, kids versions of green buildings, waste management, solar energy demonstrations, pollution prevention and more.

USGBC NJ's Central Branch loves having this event at the Jersey Shore. According to NJ Monthly Magazine, "The storm wrecked much of the south end of Jenkinson's Boardwalk and washed away Putt-Putt Mini Golf, the South Beach Arcade and South Beach Sweets. In all, about 85 percent of the town's boardwalk was demolished...." But all things considered, Jenkinson's came through pretty well, and they were committed to renovating quickly. According to Rey Montalvo, Central Branch Chair, "We are so pleased that Jenkinson's has made such a terrific recovery from the storm, and we are glad to be patronizing them again this year. We couldn't think of a more fitting location to hold our children's activities and our networking event."

The evening segment of the Summer Social focused on beach-side networking for the adults, with a BBQ from 5:00 – 9:00 p.m., followed by Jenkinson's fireworks on the beach. This annual event is a great opportunity for sustainability and green building professionals to meet and network in a fun casual environment.

Summer Social attendance fees and sponsorships subsidize the cost for the 200 kids from the Children's Clubs to attend the whole day free. USGBC NJ's Central Branch would like to thank all of this year's event sponsors, especially the *Children's Club* Sponsors for enabling us to host these kids. Additionally, thank you again to Jenkinson's for their ongoing support of this event by donating a portion of the amusement tickets.

Thanks again to all of our sponsors & volunteers, including: CDS; HT Lyons ; Monmouth Wire and Computer Recycling Inc.; PPL Electric Utilities; Advanced Solar Products, Inc.; Bayshore Recycling; Binsky Snyder; General Cable; Herman Miller; Langan; Sander Mechanical Service; and Wyndham Worldwide.

For info, registration and sponsorship, visit: <http://www.usgbcnj.org/event-directory/>.

*\*LEED® (Leadership in Energy and Environmental Design) is a trademark of the United States Green Building Council (USGBC).*

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### **About the U.S. Green Building Council New Jersey Chapter**

USGBC NJ is a non-profit organization focused solely on advancing green building and sustainable

communities. The mission of USGBC NJ is to transform NJ's built environment to become ecologically sustainable, profitable, and healthy. We accomplish our mission through education, advocacy, and collaboration. As New Jersey's green building advocate and education resource, USGBC NJ provides over 150 educational programs, events, green building tours, research studies, and advocacy initiatives each year, through its three-branch, state-wide network. Currently, USGBC NJ is providing grant-funded green building education to NJ businesses through a grant from the NJ DOL.

For over 10 years USGBC NJ has served as the meeting ground, catalyst, and propeller for sustainability-minded individuals in building-related professions. Through the NJ Chapter, LEED and green building in general, have found fertile ground in New Jersey. The New Jersey Chapter's 1,500+ individual members represent the entire spectrum of New Jersey's green building community.