

April 28, 2009

FOR IMMEDIATE RELEASE

George Irwin, CEO, Green Living Technologies
George@agreenroof.com

Or

Brenna Hartmann
fixiechick@mac.com
585-455-6556

GREEN LIVING™ TECHNOLOGIES / URBAN FARMING FOOD CHAIN™ CREATES 'EDIBLE'
GREEN WALLS.....

Rochester NY – Green Living™ Technologies sponsor of the Urban Farming Food Chain Project, (Urban Farming) a nonprofit organization whose mission is to end hunger in our generation, will establish Green Living 'edible' walls in Rochester's downtown Public Market. Co-sponsored by Home & Yard Media Group, these edible walls will be maintained by the Rochester Teen Court youth program. As part of the Urban Farming Food Chain this link will be part of a global food chain, connected to each other by intention and design, and providing a model that is replicated across the country and abroad for growing food in urban neighborhoods. A portion of the food harvest will be donated to local food banks and neighbors in need.

The walls used to grow edible crops vertically are one of a variety of green products produced by Rochester based Green Living™ Technologies. Thanks to the efforts and expertise of Green Living Technologies, the student members of the Rochester Teen Court program will utilize the opportunity to learn about green roof and green wall technologies. Green Living Technologies CEO George Irwin, a certified teacher, has developed an educational component which includes a 10 week unit plan to be implemented in the non growing season. During the gardening season the Rochester Teen Court

participants will be working hands-on, tending to the vertical farm. In the off growing season, the students will be attending classes to learn about green technologies.

According to George Irwin, the program will offer the students a skill set and enough knowledge to be prepared for an interview with local companies involved in vegetative green technologies.

The Urban Farming Edible Wall pilot program which has been implemented in the heart of skid row in Los Angeles, California has provided empowerment, community involvement and education for those residents. The food grown on these walls can include tomatoes, cucumbers, strawberries, peppers, herbs and more.

In honor of National Law Day, Friday May 1st 2009, press and media are invited to the Seneca Park Zoo's, Our Fragile World Green Expo to witness the first phase of the project's launch. Jerdine Johnson, coordinator of the Mayor Duffy's "Green Initiative", will be hosting a booth at the zoo on Friday and Saturday, where a "sample" of the wall will be on display. Attendees can also learn more on how to get involved with the largest Urban Farming Edible Wall in the world, taking place right here in Rochester, NY.

The Rochester Teen Court Urban Farming Food Chain walls installation at the Public Market will begin with a launch event on Saturday June 27th, 2009.

The Rochester Teen Court Urban Farming Food Chain will offer immediate access to fresh healthy produce in a time of great need, while simultaneously creating opportunities for team building, skills training and community involvement.

Engineered by Green Living Technologies these innovative food-producing vertical gardens will beautify the downtown core and help to lower heat index in the fight against global warming and provide Rochester's Teen Court Program an educational opportunity to learn about green roofs, green walls and vegetative technologies.

For more information on the Urban Farming Food Chain Project, visit
<http://urbanfarming.org/foodchain.htm>.

Brenna Hartmann
fixiechick@homeandyardhandbook.com