

For Release On or After: 8:00 AM ET, July 15, 2008

Press Inquiries:  
Jessica Appelgren  
Blue Practice  
(415) 871-1662  
jappelgren@bluepractice.com

**Nobel Laureate Al Gore to Keynote West Coast Green 2008**  
**World's most influential environmental spokesman to address architects,  
builders, innovators, and policy-makers at nation's premier  
green building and business conference**

**Date:** Saturday, September 27<sup>th</sup>. 9:30am  
**Location:** San Jose Convention Center. San Jose, California

**San Jose, CA** – July 15, 2008 -- West Coast Green announced today that Nobel Laureate, and former U.S. Vice-President, Al Gore will give the keynote address at this year's conference, to be held September 25-27<sup>th</sup>, 2008, at the San Jose McEnery Convention Center in San Jose, CA. Gore's keynote speech will be held on Saturday, September 27<sup>th</sup>, at 9:30 am.

"We are honored to welcome U.S. Vice-President Gore - one of the world's most respected leaders to West Coast Green," said Christi Graham, Founder and CEO of West Coast Green. "Addressing both the challenges and significant opportunities that humanity is facing requires significant innovation in technology, business, and building and we are extremely excited to hear Mr. Gore's timely exploration of the intersection of these industries."

Gore joins a prestigious lineup of keynote speakers that includes best-selling authors Sarah Susanka and David Suzuki, Hunter Lovins as well as leading scientists, economists, architects, builders, venture capitalists, strategists, chief executive officers and government officials. As the leading hub for innovation in building, design and technology – West Coast Green is host to ideas and opportunities designed to expand business, widen visions and stimulate thinking with the latest, best practices from industry leaders and visionaries.

Bridging the worlds of environmentalism, finance, technology and politics together, Mr. Gore is ideally suited to speak to this audience of innovators striving to integrate green building practices and leading edge technology into the 21<sup>st</sup> century in a way that is both smart and sustainable.

Building materials and processes account for roughly a third of carbon emissions, while the electricity-use and industry taking place in buildings account for another third. With built space in the US projected to double over the next 40 years, and buildings lasting an average of 75 years, reforming the built environment is one of the central challenges of our time.

West Coast Green will bring together 14,000 individuals to educate, network and inspire the actions that will shape our collective future. It is a powerful forum for Mr. Gore's message, and with thousands of first-time attendees expected, in many cases it will fall on fresh ears.

When accepting the Nobel Peace prize, Gore said: "By facing and removing the danger of the climate crisis, we have the opportunity to gain the moral authority and vision to vastly increase our own capacity to solve other crises that have been too long ignored...We must ensure that entrepreneurs and inventors everywhere on the globe have the chance to change the world."

Gore is expected to address how imperative it is for the building industry to "green" itself, and the important role that architects, engineers and homeowners play in this shift. Gore's personal story of dedicating his career to the environmental movement is also an inspiring message, empowering individuals to create unstoppable contagious positive change.

### **Background on Al Gore:**

Former Vice President Al Gore is co-winner, with the Intergovernmental Panel on Climate Change (IPCC), of the 2007 Nobel Peace Prize for "informing the world of the dangers posed by climate change." Mr. Gore is the author of *An Inconvenient Truth*, a best-selling book on the threat of and solutions to global warming, and the subject of the movie of the same title, which was awarded a 2007 Academy Award for Best Documentary Feature. Gore also chairs the Alliance for Climate Protection, a non-profit organization designed to help solve the climate crisis.

He is cofounder and Chairman of Generation Investment Management, a firm that is focused on a new approach to Sustainable Investing. He is also a partner in the venture capital firm, Kleiner Perkins Caufield & Byers, heading that firm's climate change solutions group. He is a member of the Board of Directors of Apple Computer, Inc. and a Senior Advisor to Google, Inc. Gore is also cofounder and Chairman of Current TV, an independently owned cable and satellite television network for young people based on viewer-created content and citizen journalism.

Gore has been the leading advocate for confronting the threat of global warming since his election to the U.S. Congress 30 years ago. His pioneering efforts were outlined in his best-selling book *Earth in the Balance: Ecology and the Human Spirit* (1992). He led the Clinton-Gore Administration's efforts to protect the environment in a way that also strengthens the economy.

### **About West Coast Green:**

As the, largest interactive conference + expo in the nation on green innovation, building and technology, West Coast Green serves as the central gathering point for innovators, business leaders and building professionals nationwide 14,000 designers, green professionals and homeowners come together to network, share resources, grow strategic alliances and foster new ideas that will change the face of the built environment.

This year's conference will feature over 400 exhibitors showcasing the latest in resource-efficiency among a stunning array of green and healthy building products and technologies that allows us to work and live more efficiently in our homes and work spaces. Over 200 experts and visionary leaders will be presenting their latest developments, insights, and inspiration at the expanding frontiers of the field..

West Coast Green raises awareness by bringing people together with the key players in the field of green building, and stimulates thinking by providing best practices and practical tools for sustainable design. West Coast Green is the largest conference of its kind, and incorporated breakthroughs and innovations in conference design, content, and interactive learning opportunities.

On September 27<sup>th</sup>, West Coast Green will be open to the public as part of Homeowner Day the public will get full access to the tradeshow to discover the materials and technologies that are

leading the revolution in green innovation. Consumers, the most powerful force in the market, will find all the information, products, and professionals they need to put their green building and remodeling plans into action.

At the heart of West Coast Green is a commitment to revolutionize the way people build and live in their homes, by realigning ourselves with the natural world. Whether you're determining regional construction standards, expanding your green business, or simply looking to make your house a smarter, healthier home, West Coast Green is the place to get inspired about making positive change.

**Media Contacts:**

**Jessica Appelgren:** jappelgren@bluepractice.com 415) 871-1662

**Jennifer Thomson:** jennifer@westcoastgreen.com (415) 383-5105