



MEDIA ADVISORY

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U.S. Interior Secretary Salazar and Top Officials to Address International Conference on Urban Parks and Green Space Innovation

Mayor Bloomberg, National Park Service Director Jarvis, New York City Parks Commissioner Benepe and International Leaders Envision the New Green City; Con Edison Clock Tower Will Glow Green from July 14-17 in Recognition of Event

Editor's Note: Working reporters interested in attending the conference please contact Ed Hatcher at 301-379-2169. A schedule of media highlights is attached at the end of this advisory. View a [complete calendar of events here](#).

WHAT: ["Greater & Greener: Re-Imagining Parks for 21st Century Cities"](#) is an urban parks conference featuring internationally renowned speakers, interactive workshops, and field trips showcasing urban green space innovations.

WHEN: July 14-17, 2012

WHERE: New York University (Helen and Martin Kimmel Center for University Life, 60 Washington Square South) and satellite locations in parks throughout New York's five boroughs.

NEW YORK CITY—Mayor Bloomberg and other top officials will address an international conference starting Saturday on how parks are dramatically changing cities and improving the lives of millions of urban residents and visitors.

On Monday, Mayor Bloomberg will talk about New York City's more than \$3 billion investment in parks over the past five years.

During that time, the city added more than 700 acres of new parkland, fostered innovative public-private partnerships, and met the goal of having most New Yorkers live within a 10-minute walk of a park. Those were just some of the goals set out in Bloomberg's ambitious 2007 "*PlaNYC: A Greener, Greater New York*," which has served as a blueprint for other cities.

Secretary of the Interior Ken Salazar will discuss the Obama administration's vision to build and expand America's great urban parks so that they are accessible to every American, part of President Obama's *America's Great Outdoors* initiative to support locally-driven projects and strengthen economies by creating greater access to open spaces and parks and providing more opportunities for outdoor recreation.

The conference—the largest international urban parks convening to date—includes more than 40 park tours of innovative area parks, such as the "adult playground" at Macombs Dam Park in the Bronx, where the dismal trek to the gym has been replaced by jungle gyms for grownups.

Co-sponsored by the City Parks Alliance and the New York City Department of Parks and Recreation, the four-day conference will host more than 700 participants from around the world.

In recognition of the conference, New York City electricity provider Con Edison will turn its iconic clock tower green—located at 14th Street and Irving Place in Manhattan—for the event's duration.

Here are just a few of the more than 40 field trips offered:

- **"New Kids on the Block: Brooklyn Bridge Park and Governors Island"** tours two of New York's most exciting public space waterfront restorations of the 21st century.
- **"Trail of the Squares, A Walking Tour of Washington, Union, Madison, Bryant and Times Square"** showcases five venues that have changed the face of Manhattan and brought billions of dollars and new jobs to the city.
- **"Landfill to Landscape: Staten Island, Fresh Kills and the Greenbelt Native Plant Center"** displays the transformation of the world's largest landfill into the largest park in New York City in more than 100 years, the 2,200-acre Fresh Kills Park in Staten Island.
- **"Taste of New York City Parks,"** indulges foodies with an exploration of the urban park food scene, starting at Union Square Park, the home of GrowNYC's flagship Greenmarket.
- **"Making More Play Space and a Green Neighborhood - Team Work!"** takes a trip to the Central Park East-Jackie Robinson Educational Complex in Harlem to see a school yard transformed into a public space for students and the community.
- **"Lost and Found: Saw Mill River Daylighting in Yonkers"** highlights the Saw Mill River daylighting project—the restoration of a river that was formerly underground—now one of the nation's most significant wildlife habitats.
- **"Building on Strength: Newark Revives Its Parks"** takes attendees across the Hudson River to New Jersey, where Newark has undergone a tremendous transformation over the last decade with new cultural institutions, commercial development, housing, and parks.

Other noted speakers include Oklahoma City Mayor **Mick Cornett** (who famously put his city on a diet); former Pittsburgh Mayor **Tom Murphy**; Madrid's head city architect **Emilio Martínez Vidal**; eco-entrepreneur and Sustainable South Bronx Founder **Majora Carter**; California urban development leader and regional vice

president of Lennar Urban **Kofi Bonner**; Guadalajara open space advocate and sustainability manager at Casas GEO **Celida Gomez**; co-founder and executive director of Friends of the High Line **Robert Hammond**; and renowned architect and playground designer **David Rockwell**.

Greater & Greener Conference July 14-17
Media Highlights

- Complete [speaker list](http://www.urbanparks2012.org/speakers/) (<http://www.urbanparks2012.org/speakers/>)
- Complete [conference schedule](http://www.urbanparks2012.org/full-schedule/) (<http://www.urbanparks2012.org/full-schedule/>)
- Download the Greater & Greener Mobile App to get conference descriptions, view maps, and updates with conference news and alerts. Available for iPhone, Droid, and Blackberry. Go to <http://cpa.evnt.mobi> on your mobile device and save to your home screen.

Sunday, July 15, 7:30 p.m.

Opening Reception

Chelsea Piers Sports and Entertainment Complex; 23rd Street and the Hudson River

Remarks:

- New York City Department of Parks & Recreation **Commissioner Adrian Benepe**
- National Park Service **Director Jon Jarvis**

Monday, July 16, 8:30 a.m.

Skirball Center for the Performing Arts, 566 LaGuardia Place @ Washington Square South

Keynote:

- **Mayor Michael R. Bloomberg**

Tuesday, July 17, 8:30 a.m.

Skirball Center for the Performing Arts

Keynote

- **U.S. Secretary of the Interior Ken Salazar**

Also of note:

Monday, July 16, 9 a.m. plenary, Skirball Center for the Performing Arts

- Oklahoma City **Mayor Mike Cornett**, who famously put his city on a diet
- **Majora Carter**, eco-entrepreneur and Sustainable South Bronx Founder

Monday, July 16, 11:45 a.m., breakout session, NYU Kimmel Center, 60 Washington Square South

- Co-Founder and Executive Director of Friends of the High Line **Robert Hammond**

Tuesday, July 17, noon breakout session, NYU Kimmel Center

- Renowned architect and playground designer **David Rockwell**

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Founded in 2000, [City Parks Alliance](http://www.cityparksalliance.org) (CPA), is the only independent, nationwide membership organization solely dedicated to urban parks. It unites and serves a growing network of hundreds of civic and community leaders, government agencies, park and recreation authorities, funding agencies, donors and others working to reclaim and transform open space for thousands of parks nationwide. The mission of CPA is to create vibrant and healthy green space that contributes to sustainable cities by organizing, facilitating and nurturing a broad-based parks movement. Its members share a common vision that everyone in urban America ought to live within walking distance of a park that is clean, safe and vibrant. At the heart of CPA's work is enhancing the ability of communities to achieve their aspirations for their urban parks by working with local park agencies and advocates to strengthen local capacity to create and maintain urban parks; promote innovative, equitable public-private partnerships and new funding models that sustain parks; and increase federal, state and local investment in city parks. www.cityparksalliance.org

[The New York City Department of Parks & Recreation](http://www.nycgovparks.org) is the principal provider of the City's recreational and athletic facilities and programs. Parks & Recreation seeks to maintain a clean and safe parks system, providing the public with a greener city and a wide variety of recreational opportunities. www.nycgovparks.org

Conference Support Provided By:

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Additional Conference Support Provided By:

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