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The ‘Greening’ of Pittsburgh Shines in National Spotlight

Local Green Building Alliance Announces New Executive Director

Pittsburgh, Pa. (April 2, 2009) – Just one day after the *New York Times* featured Pittsburgh’s leadership position with the green building movement, the Green Building Alliance (GBA) announced its new Executive Director Holly Childs.

“Green has the potential to reinvent the Pittsburgh region and help in driving the community’s continued transformation,” said Byron Falchetti, president of the Board of Directors of the GBA. “Holly’s strong background in economic development will help GBA drive the ‘green’ innovations developed in Pittsburgh into future employment opportunities through partnerships and collaborations.”

The GBA is a non-profit organization devoted to helping western Pennsylvania find smart solutions for the built environment.

Childs, who will be relocating to the Historic Deutschtown neighborhood on Pittsburgh’s North Side, comes to GBA with a wealth of relevant experience and expertise. Immediately prior to accepting the leadership role with GBA, she worked as the Director of Economic Development for the City of Cincinnati, OH. In that role, she led a team of seven economic development professionals that created hundreds of new jobs, developed a LEED tax incentive program for the City, and worked collaboratively with the corporate and institutional partners in the region.

Childs’ prior work experience includes serving as the Director of Economic Development for the City of Goodyear, a suburb of Phoenix, AZ, and as the President of the Greater Logan County Area Community Improvement Corporation in Bellefontaine, OH. She earned her Master of Science in Environmental and Natural Resource Economics from West Virginia University, and her Bachelor of Arts in Economics from Wake Forest University.

"I am thrilled that the GBA board of directors has entrusted me with this opportunity to lead the Green Building Alliance into its next era of catalyzing green development in Pittsburgh and throughout western Pennsylvania," said Childs. "I look forward to working with the talented GBA staff and board as the organization continues to evolve to better serve the region's green building industry. I am passionately committed to furthering the positive environmental, social and economic impacts that the GBA has already had in making Pittsburgh one of the 'greenest' cities in the country."

GBA was incorporated as a non-profit 501(c)(3) organization 15 years ago as an advocate for the field of green building. The organization advances economic prosperity and human well being in Western Pennsylvania by driving market demand for green buildings and green building products across every aspect of the built environment.

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