



PLATINUM IS THE NEW GREEN

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Pittsburgh's David L. Lawrence Convention Center Gains Platinum LEED® Certification

Pittsburgh, PA, May 10, 2012—The Sports & Exhibition Authority of Pittsburgh and Allegheny County (SEA) is extremely proud to announce the David L. Lawrence Convention Center's (DLCC) Platinum certification under the LEED® (Leadership in Energy and Environmental Design) for Existing Buildings: Operations & Maintenance™ rating system. Officials today unveiled the Green Roof at the DLCC and announced that the DLCC received Platinum certification. Platinum is the highest level of certification issued by the U.S. Green Building Council (USGBC) as part of their LEED rating system.

"I want to congratulate everyone who was involved in making sure that Pittsburgh holds the title of having the nation's first convention center to achieve Platinum certification under the LEED for Existing Buildings rating system," Ravenstahl said. "Pittsburgh stakeholders are committed to the environment, and as a result, Pittsburgh's Third Renaissance is marked by 'green' development projects. It wasn't long ago when we cut the ribbon for the first-ever NHL Gold LEED-certified arena. With the additions of PNC's new 'green' world headquarters, and the Phipps Conservatory's 'living building' - one of the world's first - the story of Pittsburgh's environmental transformation will continue to be heard around the world."

"This is exciting news for our region as we continue to lead the country in sustainability," said County Executive Rich Fitzgerald. "The convention center was the first to be LEED Gold certified when it opened and was also the largest green building in the world at that time. With Platinum certification, we continue to be a leader economically, socially and environmentally. We are proud of this award and are committed to continuing in our role as responsible stewards."

2003 LEED for New Construction & Major Renovations Certification - Gold

In 2003, the DLCC, designed by Rafael Viñoly, was awarded its first LEED certification under the New Construction & Major Renovations™ rating system for its innovative green design features including a

natural ventilation system, an on-site wastewater treatment plant, and use of daylight throughout the building. It led the world as the first convention center to be awarded LEED certification.

2012 LEED for Existing Buildings: Operations & Maintenance - Platinum

After almost ten years, the DLCC continues to lead the world in sustainable practices by achieving Platinum certification under the LEED for Existing Buildings: Operations & Maintenance rating system. LEED for Existing Buildings helps building owners and operators measure operations, improvements and maintenance on a consistent scale, with the goal of maximizing operational efficiency while minimizing environmental impacts. LEED for Existing Buildings addresses building operations, cleaning and maintenance issues, recycling programs, exterior maintenance programs, and systems upgrades.

“The DLCC’s LEED certification demonstrates tremendous green building leadership,” said Rick Fedrizzi, President, CEO & Founding Chair, USGBC. “The urgency of USGBC’s mission has challenged the industry to move faster and reach further than ever before, and the DLCC serves as a prime example with just how much we can accomplish.”

The DLCC uses 29% less energy than comparable entertainment venues. The DLCC keeps more than 50% of the total event waste out of landfills, and less than one third of the building’s water comes from the municipal supply.

In addition to announcing the Platinum certification, the DLCC held a dedication ceremony for the new green roof located on the third floor South Terrace. The 20,000 square-foot vegetated roof contributes to the sustainable commitment of the building by aiding in stormwater capture, removing particulate matter from the air, and reducing the overall temperature of the roof by 50 degrees on the warmest summer days. The roof also provides an additional and unique space to hold events.

“I would like to thank the public officials and SEA Board Members for their commitment to the David L. Lawrence Convention Center that began with making sustainability a priority during the design competition,” said SEA Board Chairman, Senator Wayne Fontana. “Their leadership, coupled with the diligence of SEA staff, SMG, Levy Restaurants and the building trades to maintain the highest level of green practices, is the reason we can enjoy this LEED Platinum certification.”

The DLCC is the first convention center to receive LEED certification under both the New Construction and Existing Buildings rating systems.

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About David L. Lawrence Convention Center (DLCC)

Completed in 2003 and owned by the Sports & Exhibition Authority of Pittsburgh and Allegheny County (SEA), the DLCC is located in downtown Pittsburgh's cultural district, within steps of theaters, museums, sport venues, galleries and restaurants. The SEA contracts with SMG for the professional management of the Convention Center. Fulfilling the SEA's mission to develop first-class sports, entertainment, recreational, and convention venues to benefit Pittsburgh's economy and improve quality of life, the dynamic architectural design is like no other--breath-taking views, open terraces, and a suspended roof structure. As the first LEED Gold certified convention center under the LEED for New Construction rating system, some of the "green" features include: a natural ventilation system, abundant natural daylight, a water reclamation system, and an extensive recycling program. The DLCC continues to adhere to the slogan; "Built Green. Working Green. Every Day" and has now achieved LEED Platinum certification under the LEED for Existing Buildings: Operations & Maintenance rating system. The DLCC is the first convention center to receive certification under both rating systems. More information? Visit www.pittsburghcc.com and www.greenfirst.us

About US Green Building Council (USGBC)

The USGBC is a nonprofit 17,000 membership organization whose vision is a sustainable built environment within a generation. Its membership includes corporations, builders, universities, government agencies, and other nonprofit organizations. www.usgbc.org

About LEED®

LEED (Leadership in Energy and Environmental Design) Green Building Rating System™ is a feature-oriented rating system that awards buildings points for satisfying specified green building criteria. The 6 major environmental categories of review include: Sustainable Sites, Water Efficiency, Energy and Atmosphere, Materials and Resources, Indoor Environmental Quality and Innovation and Design. Certified, Silver, Gold and Platinum levels of LEED green building certification are awarded based on the total number of points earned within each LEED category.

DLCC Case Study Information

In 2011, a 22-month study of the DLCC was completed to evaluate the performance of the facility and assist with portions of the LEED for Existing Buildings documentation process. The DLCC Case Study team was led by evolve environment::architecture. CJL Engineering, the Center for Building Performance and Diagnostics at Carnegie Mellon University and Civil and Environmental Consultants contributed to the study. Analyses included quantitative and qualitative assessments of the energy and water systems, transportation, waste, purchasing and occupant comfort. The team benchmarked the DLCC against other convention centers, and provided recommendations to improve operations and leverage marketing opportunities. The study highlighted that green-seeking events accounted for \$12.5 million of DLCC revenues from 2006 to 2010. These same green events brought approximately \$144 million in direct spending to the Pittsburgh region. In addition to added business, the convention center's design and how it has been operated has allowed it to save over \$2-million in energy costs since 2005, compared to a conventional venue of its size. The study was administered by the Green Building Alliance and funded primarily by the Heinz Endowments with support from the SEA. The report can be found at www.go-gba.org/dlcc