



Cincinnati Park Board

MEDIA RELEASE

For Immediate Release: March 2, 2010
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**WHAT: Mayor's Green Lecture Series at the Krohn Conservatory
March Lecture: "ECOMAGINATION: THE GE MODEL"**

The Park Board is presenting the 2010 Mayor's Green Lecture Series at the Krohn Conservatory, to provide citizens with practical environmental information and access to the region's environmental leaders. Topics range from what citizens can do in their own homes and yards to live a greener life, to the decisions and actions of major corporations.

The Park Board is proud to partner with GE Aviation to present the March 17th Green Lecture titled "Ecomagination: the GE Model." GE is a world leader in corporate environmental responsibility. GE developed a matrix of product evaluation that includes the product's environmental impact, considering the entire cycle of the product.

The GE Model is being presented by Darlene Martin, GE Aviation Ecomagination Leader. Darlene holds a bachelor's degree in Industrial & Systems Engineering from the Ohio State University and a Masters degree in Aeronautical Science from Embry-Riddle Aeronautical University.

**WHEN: March 17, 2010 "ECOMAGINATION: THE GE MODEL"
Free but Limited Seating, Reservations Required – call 352-4080**

WHERE: Krohn Conservatory, 1501 Eden Park Drive (45202)

Living Our Green Life - Mayor's Lecture Series at Krohn Conservatory (6pm-8pm)

March 17	Ecomagination: The GE Model
May 25	Cincinnati Nature: A World without Fish (Fossil Hunting)
July 21	Rain Gardens
August 18	Vegetable Gardening and Food Presentation
September 15	Beneficial Insects
October 20	Why Trees Matter
November 17	Ten Technologies that Will Change the World

The Mayor's Lecture Series is sponsored by a grant from Duke Energy, and in-kind support by Worm's Way, Park + Vine, Andy's Mediterranean Grille and the Ohio State University Extension.

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