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WHITE HOUSE'S FEDERAL ENVIRONMENTAL EXECUTIVE JOINS GO GREEN INITIATIVE'S ADVISORY BOARD

Jill Buck, founder and executive director of the Go Green Initiative (GGI), announced today that Edwin Piñero, the White House's Federal Environmental Executive has joined the Go Green Initiative's Advisory Board. Piñero is the first member of the GGI Advisory Board, which will ultimately serve as the organization's think tank. An element of Piñero's office is to develop public-private partnerships that leverage the technical information of the Federal government by making it available and usable to other parties. Schools and educators are key to these partnerships.

"In his 25-year career, Mr. Piñero has worked in private industry, in state government and at the federal government level," said Buck. "The Go Green Initiative is honored to have him advising us in our efforts to improve environmental behavior around the world."

"The Go Green Initiative's unique approach to introducing school children to environmental concepts is truly exciting and I'm thrilled to be able to contribute ideas to this organization," said Piñero. "It's common to hear people say that we need to protect the environment 'for the children,' but the Go Green Initiative's focus on educating and empowering children in a manner in which they can actively participate is a critical part of helping to protect our world now and for the future."

Piñero was appointed by President George W. Bush in September 2004 to serve as the Federal Environmental Executive in the Office of the Federal Environmental Executive. The Office of the Federal Environmental Executive is a White House-based office responsible to implement Administration policy on Federal environmental stewardship. Previous to his federal appointment, Piñero was owner of Piñero Consulting, an environmental management consulting firm based in Landisville, Pennsylvania. He also worked for then-Pennsylvania Governor Tom Ridge as Director of the Bureau of Environmental Sustainability in the Pennsylvania Department of Environmental Protection, as well as serving as Pennsylvania's Energy Director. Piñero has a Bachelors Degree in Geology from the State University of New York and a Masters Degree in Geology from Texas A&M University.

About the Go Green Initiative Association – The Go Green Initiative is the nation’s fastest growing fully comprehensive environmental action plan for schools. By promoting environmental stewardship on campuses from elementary schools through universities, Go Green works to involve families, businesses and local governments in the common goal of protecting human health through environmental stewardship. Since its inception in July 2002, the Go Green Initiative has been endorsed by the National School Boards Association, National Recycling Coalition, adopted by six State PTA Boards, implemented in 39 states and over 600 schools, along with schools in Europe, Mexico, and Africa. There are currently over 1 million students and teachers in registered Go Green schools.

For more information about the Go Green Initiative and its Advisory Board and Board of Directors, please visit www.GoGreenInitiative.org.

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