PRESS RELEASE

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U.S. Green Building Council and Lucid Launch Campus Conservation Nationals 2012
College students across the country compete to reduce their electricity and water consumption

Washington, D.C. (Feb. 6, 2012) -- The Center for Green Schools at the U.S. Green Building Council (USGBC), through its USGBC Students Program and in partnership with Lucid, Alliance to Save Energy and the National Wildlife Federation, is pleased to announce the official kick-off of Campus Conservation Nationals (CCN) 2012, a nationwide electricity and water use reduction competition among colleges and universities. With more than 150 schools, a quarter of a million students and 1,700 buildings participating, CCN is the largest student electricity and water reduction competition in the country.

Starting today through April 23, students will compete to achieve the greatest reductions in their residence halls over a three-week period, working toward a collective national challenge goal of saving one gigawatt-hour. Students will organize in their dorms and online to demonstrate sustainable occupant behavior, proving that the buildings they live in do not need extensive renovation to be greener. Through committing to taking shorter showers, using the stairs instead of the elevator and other simple tactics, students across the country will serve as important examples of how we can all do our part to make a difference in the way our buildings consume electricity and water.

“USGBC Students, the Alliance to Save Energy and the National Wildlife Federation have worked tirelessly to help students organize on campus around the competition, creating more than 100 student led teams who will educate and motivate their peers,” said Pat Lane, USGBC Students program lead at the Center for Green Schools. “We are honored to work with students across the country who are addressing environmental issues in a new and positive way. Through action, organization and education, these students will help schools produce enough energy savings to effectively take an average coal-fired power plant offline for four hours.”

Schools participating in the competition have chosen to compete against buildings on their own campus, or against a select group of peer institutions. Using Lucid’s Building Dashboard®, participating schools will be able to instantly compare performance, share winning strategies and track standings among the leading schools and buildings. With generous support from United Technologies Corp, founding sponsor of the Center for Green Schools at USGBC, Sloan, Sterling Planet and Constellation Energy, CCN is an opportunity to organize students and staff to make immediate and lasting impacts on a school’s carbon emissions and campus culture.

"CCN 2012 will reach close to 250,000 students living in participating buildings, making this the largest ever energy and water competition of its kind," said **Andrew deCoriolis, director of engagement at Lucid. "**This competition shows that students can be empowered to make smarter resource use decisions. Changes in students' behavior impact resource use now but also affect their daily lives, helping to build a lasting culture of conservation."

CCN offers valuable educational opportunities, such as enabling students to teach themselves conservation behaviors, as well as environmental and economic benefits. Above all, CCN is designed to empower the future generation of energy and environmental leaders and foster a culture of conservation within campus communities. To learn more about the competition, join the network or follow leading schools, visit www.CompeteToReduce.org.

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About U.S. Green Building Council (USGBC)

The U.S. Green Building Council (USGBC) is committed to a prosperous and sustainable future through cost-efficient and energy-saving green buildings. USGBC works toward its mission of market transformation through its LEED green building certification program, robust educational offerings, a nationwide network of chapters and affiliates, the annual Greenbuild International Conference & Expo, and advocacy in support of public policy that encourages and enables green buildings and communities. For more information, visit usgbc.org, Twitter, Facebook and LinkedIn.

About the Center for Green Schools at the U.S. Green Building Council

The Center for Green Schools at the U.S. Green Building Council (USGBC) is how USGBC is making sure every student has the opportunity to attend a green school within this generation. From the kindergartner entering the classroom, to the Ph.D. student performing research in a lab, the Center provides the resources and support to elevate dialogue, accelerate policy and institute innovation toward green schools and campuses. High-performing schools result in high-performing students, and the Center works directly with staff, teachers, faculty, students, administrators, elected officials and communities to drive the transformation of all schools into sustainable places to live and learn, work and play. www.centerforgreenschools.org

About Lucid

Lucid is a privately held cleantech software company and a pioneer in providing real-time feedback to teach, inspire behavior change, and save energy and water resources in buildings. Lucid's team endeavors to make resource use visible, accessible and engaging so that building occupants have the data visualization and communication tools to manage and reduce their consumption. Lucid's Building Dashboard® technology drives CCN and enables competitions within and among campuses.

About Alliance to Save Energy

Alliance to Save Energy is a non-profit coalition of business, government, environmental and consumer leaders who support energy efficiency as a cost-effective energy resource and advocate energy efficiency policies that minimize costs and lessen emissions. To carry out its mission, ASE undertakes research, educational programs, and policy advocacy; designs and implements energy-efficiency projects; promotes technology development and deployment; builds public-private partnerships; and initiates collaborative efforts and strategic alliances.

About National Wildlife Federation

National Wildlife Federation is America's largest conservation organization. NWF works across the U.S. to protect and restore wildlife habitat, confront global warming and connect people with nature. NWF has a 20-year history of working with colleges and universities through its Campus Ecology program to improve their overall green educational programming and on-site sustainability. Its student outreach programs, campus consulting, technology competitions and educational events reach about 1,000 colleges each year.