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## **11-20-2013 - Bon Jovi to perform at USGBC's Greenbuild International Conference**

July 25, 2013 - Green Buildings

Rock legends Bon Jovi will perform before thousands of green building professionals and community members to launch the upcoming Greenbuild International Conference and Expo, hosted by the U.S. Green Building Council (USGBC). Greenbuild, the world's largest conference and expo dedicated to green building, will take place Nov. 20-22, 2013, in Philadelphia. Registration is currently open.

"Bon Jovi is the type of band that crosses all generational lines with its diverse and loyal fan base, and we are thrilled to have such an iconic group take the stage at Greenbuild," said Kimberly Lewis, senior vice president, Community Advancement, Conferences and Events, USGBC.

"Year after year, we strive to create the most dynamic, educational and entertaining green building event in the world, and Bon Jovi's performance will give our attendees even more reason to enjoy this year's conference."

"We're thrilled to help kick off Greenbuild 2013 in Philadelphia this year," said Jon Bon Jovi, lead singer, Bon Jovi, "and to celebrate the environment, the mission of green building, and those at the forefront."

The concert is part of Greenbuild's opening plenary celebration taking place the evening of Wednesday, Nov. 20, 2013, at the Liacouras Center. The event will also feature a keynote address from the Honorable Hillary Rodham Clinton. The three-day conference will take place at the LEED Gold certified Pennsylvania Convention Center, and shuttles from the convention center will be available to take conference attendees to the opening event.

Over the past three decades, Bon Jovi has sold more than 130 million albums worldwide and performed close to 3,000 concerts in more than 50 countries before more than 35 million fans. The band's latest album, *What About Now*, was released in March 2013 and Bon Jovi's *Because We Can - The Tour* will visit open-air stadiums in Europe and the U.S. this summer before visiting South America, North America, Japan and Australia in the Fall/Winter.

Jon Bon Jovi has been a proponent of green initiatives through his work with the Jon Bon Jovi Soul Foundation. Among its efforts, the non-profit was a key partner in the HELP Genesis JBJ Soul Homes in Newark, N.J. This groundbreaking "green" construction project (51 new units of affordable housing plus support services for low-income and special-needs persons) was developed through a private-public partnership. Environmentally friendly "green" features were incorporated into the building, which is LEED certified and meets New Jersey "Green Future" standards.

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