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**MCCA CLOSSES SUCCESSFUL LEADING INDUSTRY EVENT, GREENBUILD 2008**

*Expo Experiences Record-Breaking Attendance and Exhibitor Turn-out in First Boston Appearance*

**BOSTON** – The Massachusetts Convention Center Authority closed Greenbuild International Convention and Expo 2008, sponsored by the U.S. Green Building Council (USGBC), last Friday at the Boston Convention & Exhibition Center (BCEC) with impressive figures in important event markers.

Over the three-day event, Greenbuild attracted more than 28,000 attendees, well exceeding USGBC’s original estimation. With a 25% increase in attendance over its 2007 event, Greenbuild 2008 set a record for its highest attendee showing to date. The show also featured more than 800 exhibitors, the most in the event’s history and a 62% increase over last year.

“The success of Greenbuild 2008 is another example of how our city and convention facilities drive a tremendous amount of economic activity in Boston by attracting thousands of attendees to major conventions. We estimate that Greenbuild’s 28,000 attendees will have created more than \$22 million in spending in the region,” said James E. Rooney, Executive Director of the MCCA. “These are the caliber of events that we will continue to bring to Boston in order to generate spending in all areas.”

Greenbuild International Conference and Expo, the world’s largest event dedicated to green building, brought together leading experts from the field, including architects, educators, engineers, and government officials, and explored, discussed and promoted “revolutionary green” products and technologies for global sustainability.

Event highlights included an opening keynote address from Archbishop Desmond Tutu, a Nobel Peace Laureate and world leader in social justice, as well as two dozen off-site tours to showcase buildings within the city and across New England that offer green technologies in their design, construction or practices.

***About the Massachusetts Convention Center Authority***

*The Massachusetts Convention Center Authority owns and oversees the operations of the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the MassMutual Center in Springfield, MA and the Boston Common Parking Garage. In fiscal year 2008, the MCCA hosted 239 events at the BCEC and the Hynes with 914,549 attendees generating 627,544 hotel room nights and \$522 million in economic impact for Greater Boston.*

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