

**PRESS RELEASE**  
**For immediate release**

**Culti-Vert Creates a Cool Wave at the Palais**

**Montréal, March 21, 2011** – The Palais des congrès de Montréal and the Montréal Urban Ecology Centre (MUEC) are proud to announce that their project Culti-Vert received funding today from the Ministry of Health's *Climate Change Action Plan* that includes a section for reducing the negative health impacts of urban heat islands.

Culti-Vert is the first phase of a major greening project scheduled for the Palais des congrès de Montréal's roof. It aims to redevelop an area including a vegetable garden to produce quality, organic produce and a green roof that will have a few vertical walls covered in climbing plants. Culti-Vert will help reduce the urban heat island effect in downtown Montréal by using a combination of green-roof technologies to create an international showcase of innovative practices.

"The Palais has received a lot of recognition for its environmental achievements over the last decade," says Marc Tremblay, president and CEO of the Palais des congrès. "The Culti-Vert project is an opportunity to continue our commitment to sustainable development. In fact, it's the beginning of a major, innovative project to redevelop our existing space. The Palais will become a place of experimentation and demonstration for new, sustainable, green trends, which will allow us to develop a new ecoresponsible events program."

The Montréal Urban Ecology Centre will collaborate on the project's design and implementation as well as play a big role in its promotion. They will also use the site as a public education tool. "This innovative project will feature proven green-roof technologies and demonstrate the enormous potential there is for installing green roofs and growing quality vegetables in downtown Montréal. You only have to look down from any Montréal high-rise to know this is true," says Luc Rabouin, executive director of the MUEC. "Culti-Vert will also include educating other building owners and managers about the project so they too can ride the cool wave rising over the Palais des Congrès de Montréal."

Culti-Vert also received the support of major partners, such as the Direction de la Santé publique de Montréal, Conférence régionale des élus de Montréal, Association des propriétaires et administrateurs d'immeubles du Québec, and the City of Montréal. The project's actions will aim in particular to:

- Reduce the urban heat island effect, improve air quality in downtown Montréal, and increase stormwater retention.

- Promote Montréal internationally as a city committed to sustainable development.
- Show private sector actors the incredible potential for implementing green roofs on commercial and institutional buildings in big urban centres and encourage them to do the same.

### **About the Palais des congrès de Montréal**

The mission of the Palais des congrès de Montréal is to attract and host conventions, exhibitions, consumer/trade shows, conferences, meetings and other events. A public institution with a commercial vocation, the Palais generates important economic spin-offs for Québec and has proudly contributed, for 27 years, to knowledge sharing and enhancing Montréal's international reputation as a first-class destination. For more information on the Palais des congrès, please visit their website: [www.congresmtl.com](http://www.congresmtl.com)

### **About the Montréal Urban Ecology Centre**

The Montréal Urban Ecology Centre is an independent non-profit organization, established in 1996, whose mission is to build and share expertise concerning the most viable and democratic approaches to sustainable urban development. The MUEC is recognized for its capacity to initiate and carry out innovative projects, especially those related to reducing urban heat islands. For more information, please visit their website: [www.urbanecology.net](http://www.urbanecology.net)

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