

News Release

For Immediate Release

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WHITE ROOF WORK PARTY AT DEMOCRACY PREP CHARTER SCHOOL IN HARLEM; DOZENS OF VOLUNTEERS TO PAINT THE SCHOOL'S ROOF WHITE AS PART OF 10/10/10 GLOBAL WORK PARTY FOR CLEAN ENERGY

On Friday, October 8, 2010, dozens of New Yorkers gathered on the roof of Democracy Prep Charter School in Harlem, to begin the process of painting the school's roof white. The painting project will take place over Friday, Sunday and Monday, October 8, 10 and 11. It is one of over 6,600 events taking place in nearly 200 countries as part of [www.350.org's](http://www.350.org) 10/10/10 Global Work Party for action on energy efficiency and climate change. The White Roof Work Party will send the message that it's time for elected officials here in New York and around the world to get to work on climate change and clean energy. Painting roofs "solar white" is a simple and effective way to reduce a building's energy use, thereby making it more efficient.

Participants include dozens of volunteers from StopOIL! NYC, NYPIRG, NYU, Greenpeace, Oxfam Action Corps NYC, White Roof Project, White Roof Campaign, Manhattan Young Democrats, the Alliance for Climate Education, and GetDirtyNYC, in collaboration with NYC°CoolRoofs, an official New York City initiative.

Roof painting projects are also taking place this weekend and the weekend of October 15-17 on the roof of SCO's Ottilie Campus in Briarwood, Queens, and Fountain House, in Manhattan. Ottilie Campus, SCO Family of Services, is located at 85-70 148th Street, Briarwood, New York 11435. <http://www.sco.org/> Fountain House is at 425 West 47th Street, NY, NY 10036-2304. www.fountainhouse.org. Democracy Prep Charter School is at 207 W 133rd St., New York, NY 10030.

On this global day of action, volunteers from across New York City will join forces with family members and neighbors of the Democracy Prep Charter School in Harlem to paint its 6500 square foot roof with a special white paint that reflects nearly 80% of sunlight. This white coating will keep the roof much cooler, while reducing energy use, air conditioning bills, and carbon emissions. Volunteer groups participating in the painting and fundraising efforts include StopOil!NYC,

Greenpeace, OxFam, White Roof Project, White Roof Campaign, and Manhattan Young Democrats, NYPIRG, and students from NYU.

Painting roofs "solar white" is an important part of efforts to reduce New York City's greenhouse gas emissions by 30 percent by 2030, as outlined in PlaNYC 2030 - the City's long-term sustainability plan. www.nyc.gov/coolroofs. "Reflective rooftops are a simple yet powerful tool in the fight we have been leading against climate change," said Mayor Bloomberg, and a means to channel "the power of our volunteers to address some of the City's greatest needs." U.S. Energy Secretary Steven Chu has said that the world should try to have "white roofs everywhere" to help fight climate change.

In the summer, black tar roofs can get up to 100° hotter than outdoor temperatures, requiring significantly more air conditioning to cool the building below. In addition, black roofs contribute to what is known as the "heat island effect" whereby urban areas can reach temperatures up to 15% hotter than surrounding rural areas. The dangers of the heat island effect are enormous: smog conditions worsen and pressure on the city's electric grids can lead to rolling black outs with subsequent heat related fatalities and other health concerns.

As an ongoing initiative, organizers are also seeking other New Yorkers and civic groups to volunteer to paint roofs of nonprofit facilities. "We are asking civic groups to find nonprofit facilities in their neighborhood, to get their roofs painted," said John Kolp of White Roof Campaign.

"World temperatures are rising steadily. Heat waves like those we've had this summer in the U.S. and Russia and catastrophic floods like the ones we've seen in Pakistan will increase as climate change accelerates. The Gulf of Mexico oil disaster reminds us of other consequences of our dependence on fossil fuels. We've got to step on the brakes," says the work party's lead organizer, Anne Craig. So far, efforts to step up national and international climate change response have failed. To push our leaders to act, and to support the leaders who are moving in the right direction, we're taking action ourselves at the neighborhood level. "We want New Yorkers to know: energy waste is just not chic anymore. And so we're offering a 'cool' fashion trend. In this city - solar white is the new black."