



INTERNATIONAL  
**LIVING FUTURE**  
INSTITUTE<sup>SM</sup>

**For Release [NOON PST]  
February 6, 2012**

**Portland Trail Blazers and International Living Future Institute Challenge Today's Youth to Share Bold Ideas for Making the World Better**

*The partnership, sponsored by Corix Utilities, calls for student-driven videos that identify major social and environmental concerns and offer innovative, surprising and effective solutions*

**PORTLAND, Ore. — Feb, 6 2012** — The International Living Future Institute and the Portland Trail Blazers are calling all junior high and high school students in Oregon to unleash their brilliance and natural leadership. The students are being asked to devise new approaches to the social and environmental problems that they encounter in their daily lives and film 30-second videos to showcase their solutions.

The project, "Team Up for a Living Future™", is sponsored by the Vancouver, BC-based [Corix Utilities](#), as part of Corix's commitment to inspiring new thinking around sustainability for energy and water.

"We are thrilled to partner with an organization such as Corix, as they bring tremendous credibility and inspiration to this project," said Sarah Mensah, Chief Operating Officer of the Trail Blazers. "Team Up for a Living Future' is a natural fit with our community rallying cry, which is to **make it better** in areas where children and their families live, learn and play. This project will not only challenge students to use their creativity, it will also educate them about our environment along the way."

"We are proud to partner with the Portland Trail Blazers on this exciting initiative," said Eric van Roon, Vice President and Chief Operating Officer of Corix Utilities. "In line with our vision to build a world of sustainable communities, we realize the importance of not only educating our youth on sustainable living, but also listening to their concerns and ideas. We look forward to learning from and being inspired by our youth's innovative concepts for a sustainable future."

The Trail Blazers, owned by Paul Allen, are one of the leaders in sustainability among professional sports franchises. In addition to winning several local awards, the team set a new standard for sustainability in 2009 when the team's home arena, the Rose Garden, became the first existing sports venue in the world to earn a LEED® Gold rating. The Trail Blazers are also one of the founding members of the Green Sports Alliance, and hosted the inaugural Green Sports Summit in August, 2011.

This project also builds on the International Living Future Institute's strategy of defining extremely ambitious but attainable goals for the green building movement and then helping to identify or create the tools needed to achieve them. The Institute, the parent organization of the Portland-

based [Cascadia Green Building Council](#), is best known as the creator of the [Living Building Challenge™](#), which defines the most advanced measure of sustainability currently attainable in the built environment

“This partnership is such a natural fit,” says Sarah Costello, the Institute’s Vice President for Development and Communications. “We’re a green building NGO, Corix is a utility infrastructure provider and the Blazers are an NBA leader, but we all know that success in life rests on our ability to think big and commit 100 percent to bringing that vision to life. Teenagers seem to get this better than anyone, and we’ve seen high school students really shake people up with their vision of a hopeful future. We can’t wait to see what comes out of this competition.”

That’s where the kids come in, and here are the details:

- To learn more about “Team Up for a Living Future” video submissions, contact Ian Jaquiss at [ian.jaquiss@trailblazers.com](mailto:ian.jaquiss@trailblazers.com) or 503-957-8397 or Gina Binole at [gina@gbmcommunications.com](mailto:gina@gbmcommunications.com) or 503.234.5770 by Feb 7.
- Teams that want to participate will attend a presentation in the Trail Blazers locker room on Feb. 15 and will be provided with a kit that includes a loaner compact video camera.
- Teams will have two weeks to film and submit their video to the Trail Blazers by 5 p.m. Wednesday, Feb. 29.
- Team videos will be posted on [trailblazers.tv](http://trailblazers.tv) and voted on by the public for their favorite video.
- Top teams will be featured at the Trail Blazers Green Game on April 11, and the winning team will present their video at [Living Future 2012](#), May 2-4.
- All teams will receive tickets to the Trail Blazers Green Game on April 11, including a pre-game reception.

#####

**About the Portland Trail Blazers:** Members of the National Basketball Association (NBA), the Portland Trail Blazers were founded in 1970 and purchased by Paul G. Allen in 1988. The team’s rich heritage includes 29 playoff appearances, three trips to the NBA Finals, an NBA championship in 1977 and a commitment to community service and sustainability. With a corporate mission to **make it better** in the community, the Trail Blazers strive to help children and their families throughout Oregon and Southwest Washington live, learn and play. The Trail Blazers are the first and only professional sports franchise to receive the prestigious National Points of Light Award for excellence in corporate and community service. The Trail Blazers home arena, the Rose Garden, became the first existing professional sports venue in the world to receive LEED Gold Certification. The team is also one of the founding members of the Green Sports Alliance. For more information, visit [www.trailblazers.com](http://www.trailblazers.com).

**About Corix Utilities:** The Corix Group of Companies, with corporate offices located in Wauwatosa, Wisc., and Vancouver, BC, specializes in products and utility solutions for sustainable infrastructure in the water, wastewater and energy sectors and provides utility operations, services and products for clients across North America. Corix is a private company whose primary owners are BC Investment Management Corporation and CAI Capital Management Inc., two large and stable members of the North American investment community. Please visit [www.corix.com](http://www.corix.com) for more information.

**About the International Living Future Institute:** The Institute's mission is to lead the transformation toward communities that are socially just, culturally rich and ecologically restorative. It provides an international vision for community-driven transformation by advancing innovative programs, including the Living Building Challenge, and it serves as the parent organization to Cascadia Green Building Council. The Institute's work moves across scales, offering global strategies for lasting sustainability, partnering with local communities to create grounded and relevant solutions and reaching out to individuals to unleash their imagination and innovation

**Media Contacts:**

Gina Binole, GBM Communications: [gina@gbmcommunications.com](mailto:gina@gbmcommunications.com) / 503.234.5770

Eric van Roon, Corix Utilities: [eric.vanroon@corix.com](mailto:eric.vanroon@corix.com) / 604.232.2128