

## FOR IMMEDIATE RELEASE

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YES! MAGAZINE HONORS JASON F. McLENNAN—ONE OF THE “YES! BREAKTHROUGH 15”

**(Seattle)**—Jason F. McLennan, chief executive of the International Living Future Institute and Cascadia Green Building Council, has been named one of the “YES! Breakthrough 15”—a group of people who are “tuned in to the deepest needs of our time,” says YES! Magazine executive editor Sarah van Gelder.

YES! asked heroes from the grassroots—such as Pete Seeger, Naomi Klein, Wendell Berry, and Eve Ensler—to name 15 people whose work is creating the most important solutions and transforming the way we live.

YES! recognizes McLennan’s leadership in developing the Living Building Challenge, which aims to use Earth-friendly materials and techniques to create buildings that, rather than damaging the environment, actually create environmental benefits. Best-selling author and activist David Korten selected McLennan for this issue of YES! “Jason’s ability to combine breakthrough thinking with large-scale practical applications exceeds that of any of the extraordinary social innovators it has been my privilege to know,” Korten says.

The newly released winter issue of YES! Magazine marks the publication’s 15<sup>th</sup> anniversary as an ad-free, independent magazine.

“Being chosen by Yes! Magazine for this recognition is an incredible honor and I feel humbled to be included amongst such a list of visionary and inspiring people,” McLennan says. “I look forward to possible new collaborations and synergies that arise out of this opportunity”

The full list of the YES! Magazine Breakthrough 15 is:

**Wes Jackson** (selected by poet and essayist **Wendell Berry**), revolutionizing agriculture with crops that grow like a prairie.

**Henry Red Cloud** (selected by journalist **Naomi Klein**), solar warrior, bringing renewables and jobs to Native American reservations.



**Grace Boggs** (selected by songwriter **Pete Seeger** and civil-rights leader **Vincent Harding**), a 96-year-old activist, leading a revolution to reclaim Detroit's prosperity, neighbor by neighbor.

**Ai-jen Poo** (selected by feminist playwright **Eve Ensler** and **Van Jones**, former White House adviser), battling for the economic bottom-rung—domestic workers.

**Lily Yeh** (selected by author **Terry Tempest Williams**), an artist who heals war-torn, broken, and economically devastated communities.

**Lucas Benitez** (selected by **Frances Moore Lappé**, bestselling author of *Diet for a Small Planet*), fighting for the dignity of the most exploited workers—in the fields.

**Jason F. McLennan** (selected by economist **David Korten**), architect of the world's greenest building standards.

**Eboo Patel** (selected by educator and author **Parker Palmer**), training youth to leap global society's deep religious divides.

**Tim DeChristopher** (selected by anti-corporate trickster duo **The Yes Men**), jailed for a courageous act to stop an illegal oil and gas auction.

**May Boeve** (selected by **Colin "No Impact Man" Beavan**), uniting an international movement to fight against climate change.

**Deepak Bhargava** (selected by immigration advocate **Pramila Jayapal**), rewriting the American Dream to include people left behind by economic inequality.

**Dr. Deb Richter** (selected by YES! senior editor **Madeline Ostrander**), a doctor who uprooted her life to bring universal health care to Vermont.

**Nipun Mehta** (selected by scholar **Margaret Wheatley**), forging a new economy based on giving, bartering, and kindness.

**Will Allen** (selected by YES! reader **Regina Siegel**), growing affordable food—and justice—in the inner-city.

**Alison Smith** (selected by activist **Paul Loeb**), campaigning for elections that money can't buy.

For information or interviews with Jason F. McLennan, contact Sarah Costello, 503-228-5533, [sarah.costello@living-future.org](mailto:sarah.costello@living-future.org).

For interviews regarding YES! Magazine's 15<sup>th</sup> anniversary and the YES! Breakthrough 15, contact Christa Hillstrom: (206) 842-5009 x 226, [chillstrom@yesmagazine.org](mailto:chillstrom@yesmagazine.org).

**About International Living Future Institute:**

The Institute is a hub for visionary programs like the Living Building Challenge, Cascadia Green Building Council, The Natural Step Network USA and Ecotone Publishing. Our 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.

**About Cascadia Green Building Council:**

Founded in 1999, Cascadia is a proud chapter of both the US and Canada Green Building Councils and serves the green building community in Oregon, Washington, British Columbia and Alaska. Cascadia promotes LEED and the Living Building Challenge through a comprehensive program of education, outreach, advocacy and research. A network of fourteen branches located in each of the region's population centers ensures that Cascadia's programming is targeted and locally relevant. Cascadia is a program of the International Living Future Institute, which is also home to the Living Building Challenge, The Natural Step Network, USA and Ecotone publishing. Please visit <http://www.cascadiagbc.org>.