



destiny usa

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MEDIA ALERT

DESTINY USA PRESENTS GUEST SPEAKER JOSH DORFMAN AT BROWN BAG LUNCH AND LEARN SERIES Environmental Entrepreneur, Media Personality, Author of *The Lazy Environmentalist* and CEO of Vivavi Brings Message on the Green Revolution

Syracuse, New York – Destiny USA officials announced today that Josh Dorfman will be the guest speaker at the Brown Bag Lunch and Learn Series which will be held at the Destiny USA Theatre, located on the first level of Carousel Center, across from H&M, on Wednesday, May 7th, at 12:00 p.m. Dorfman is a frequent green speaker for design conferences, green expos, corporations and trade associations. Mixing topics like green living, design, branding, and technology with broader trends about the transformation to a sustainable economy, he provides audiences with an up close view of green.

The Brown Bag Lunch and Learn Series is coordinated by Destiny USA Innovator, Frank Fiumano and presented on a bi-weekly basis to the Destiny USA team, which includes all of the construction partners. The goal of the series is to create a higher level of awareness and understanding about the overall Destiny USA project.

“By having industry leading authorities speak to us about innovation, technology, and green construction practices, we receive insight to many dynamic aspects of the Destiny USA project. It is a great benefit to the team to learn about topics such as green sustainable living, from experts like Josh Dorfman. We anxiously look forward to hearing from him and sharing our passion for a green sustainable future,” said Fiumano.

Dorfman is also the founder & CEO of Vivavi, a retailer of contemporary green furniture and home furnishings. From January, 2006 to January, 2008, Dorfman was the creator, producer, and host of *The Lazy Environmentalist*, a national radio show that aired on Sirius Satellite Radio. He is currently collaborating with the Sundance Channel to develop *The Lazy Environmentalist* for television. Dorfman’s next book, *The Lazy Environmentalist on a Budget* will be published in 2009.

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On February 27, 2007, Destiny USA closed on \$540 million in financing, secured through municipal underwriters Lehman Brothers and Citigroup with the sale of \$345 million in municipal bonds, along with a construction loan from Citigroup, to advance the first phase of the project, including the first ever issued, "Green Bonds." On the same day, Destiny USA delivered \$65.4 million to the City of Syracuse and Onondaga County to advance other economic development initiatives in the region.

Under direction from Destiny USA, Cianbro Corporation, the projects' construction manager, is interweaving technology while driving innovation, to construct the "greenest destination" in the USA. The 1.3 million square foot First Phase has a 10 acre footprint.

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