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December 16, 2009

Dear Champion of Sustainability,
RE: Please join and support

Please become a 2010 member of Sustainable Pittsburgh (SP). Your membership provides vital financial support of our mission to hasten southwestern Pennsylvania's sustainable development.

For twelve years, SP has been at the forefront of promoting our region's transition to a more sustainable economy. Evidence is mounting that this change is taking hold. Sustainability pays. And not only that, sustainability pays in ways that promote best practices for businesses and communities.

In recognition of our region's environmental transformation and embrace of sustainability, the United Nations Environment Programme (UNEP) named Pittsburgh North America's Host City for World Environment Day 2010, a prestigious honor. Sustainable Pittsburgh is serving as convener and fiduciary wherein World Environment Day is a catalyst for regional sustainable development.

Regional, renewable, repeatable, just, and smart define SP's compass in keeping sustainability at the forefront in every decision and investment, and at the table in policy development. With this commitment and community support, SP's strategic networks are flourishing: Champions for Sustainability business network, Sustainable Community Development Network, and the Outdoor Recreation Partnership.

Sustainable Pittsburgh brings a systems approach to issues that cry out to be addressed at regional scale and as essential to regional economic development. I trust you noted SP's making the regional business case for *Inclusion in the Workforce: Positioning the Pittsburgh Region to Prosper and Compete*. Similarly, December's 6th Annual Regional Equitable Development Summit featured presentation of the *SWPA Blighted and Abandoned Properties Solutions Project* strategic report, which lays out the economic imperative of addressing vacant properties regionally. Moreover, the 9th Annual Smart Growth Conference and release of the *14 Sustainable Community Essentials Resource Sheets* also lift sustainable community development to the level of a regional economic priority.

Please become a 2010 Sustainable Pittsburgh member today. A membership brochure and list of 2009 accomplishments is enclosed. For your convenience, you are welcome to join securely online via our website, www.sustainablepittsburgh.org, or by completing the form on our enclosed membership brochure. Feel free to call me at (412) 258-6643 if you have questions or suggestions.

Sincerely,

Court Gould
Executive Director