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VisitPittsburgh Honors Phipps' Richard V. Piacentini as Media Partner of the Year
Pittsburgh public garden executive director recognized for championing city as green leader.

Pittsburgh, Pa. – [Phipps Conservatory and Botanical Gardens](#) is pleased to announce that Executive Director Richard V. Piacentini has been named as Media Partner of the Year by [VisitPittsburgh](#). Accepting his award at a ceremony held at CONSOL Energy Center on March 27, 2013, he was recognized for his efforts to educate and attract national and international travel journalists, and to champion the region's tremendous growth as a leader in sustainability.

Starting with a green campus expansion project resulting in the first LEED® visitor center in a public garden; a tropical forest conservatory that now stands as the most energy-efficient structure of its kind; and the first LEED Platinum greenhouses, Phipps, under Piacentini's leadership, has recently raised the bar with the [Center for Sustainable Landscapes](#) (CSL). Earning global media attention as a facility that generates its own energy, and treats and reuses water captured on site, the CSL is expected to be the first building anywhere to achieve the three highest sustainable architecture and landscape standards: the Living Building Challenge™, LEED® Platinum and Sustainable Sites Initiative™ (SITES™) certification.

"Designed and built by Pittsburghers and Pennsylvanians, the CSL is a great accomplishment for our region, giving us a perfect opportunity to show the rest of the world just how innovative and capable of creating change we can be," says Richard V. Piacentini, the visionary behind Phipps' green transformation. "I am honored to be counted among the winners of this award from VisitPittsburgh, a valuable partner in efforts to revitalize our city and forge a brighter future for us all."

"Richard appreciates the value of media relations," says Craig Davis, president and CEO of VisitPittsburgh, "He does a tremendous job promoting Pittsburgh's environmental transformation when visiting journalists tour Phipps' beautiful facility."

Recognizing a range of contributions to the region's convention, travel and tourism industry, 2013 VisitPittsburgh Travel & Tourism Partner Awards were also presented to: Pittsburgh Penguins (Conventions & Meetings Partner of the Year); Erica Kaehly of Guest Service Solutions (Tourism Partner of the Year); and Yves Carreau, a restaurateur instrumental in changing the face of downtown Pittsburgh's dining scene (Marketing Partner of the Year).

About Phipps: Built in 1893, Phipps Conservatory and Botanical Gardens in Pittsburgh, Pa. is a green leader among public gardens with a mission to inspire and educate all with the beauty and importance of plants; to advance sustainability and promote human and environmental well-being through action and research; and to celebrate its historic glasshouse. Learn more: phipps.conservatory.org.

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