



Press Release

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FOR IMMEDIATE RELEASE

Vidaris, Inc. Volunteers with NYC CoolRoofs

New York City (October 2, 2014). Vidaris, Inc., a leading façade and sustainability consultancy firm specializing in high-performance buildings, will volunteer this afternoon with the NYC CoolRoofs initiative, a collaboration between NYC Service and the NYC Department of Buildings to promote and facilitate the cooling of New York City’s rooftops.

On Thursday afternoon, October 2nd, 2014, twenty Vidaris employees will access the rooftop of Victory 1 Housing HDFC located in Harlem, an affordable housing development for the elderly, to apply a reflective coating of paint to the existing roof system. The reflective white coating has been determined to help to reduce a building’s energy use, cooling costs and carbon emissions. Vidaris is proud to participate in a program that supports New York City’s goal to reduce greenhouse gas emissions by 30 percent by 2030, as outlined in PlaNYC – the City’s comprehensive sustainability plan.

Robert LiMandri, Senior Principal at Vidaris, stated: “We believe that our passion and hard work create quality buildings and this initiative is consistent with our commitment to NYC and making our neighborhood more sustainable.”

Edward Madocks, R.A., LEED AP, Senior Associate and Director of Roofing and Waterproofing at Vidaris, added: “We are really fortunate that we have the opportunity to work with the NYC Cool Roof initiative to give back to the local community. I am very proud to work with Vidaris’ fantastic team of roofing specialists today to help contribute to a great cause.”

Vidaris is an architectural practice that provides effective solutions utilizing the latest techniques, design trends and materials to make building designs a reality. Collaborating on behalf of real estate developers with their architects, engineers and the manufacturer and contractor, Vidaris helps real estate owners realize their goals and objectives in the areas of building envelope, energy efficiency and sustainability. Vidaris has approximately 200 employees in New York, Massachusetts and Connecticut and provides services worldwide.

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