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**DUMBO, Going Green!**  
**Dumbo Improvement District Announces March Programming for**  
**SEED (Smart Environmental Efforts in DUMBO)**

BROOKLYN, NY – On Thursday, March 20<sup>th</sup>, the Dumbo Improvement District begins a series of events in conjunction with the neighborhood sustainability initiative, SEED (Smart Environmental Efforts in DUMBO). The Improvement District has arranged for a variety of programs to engage stakeholders of all ages through an assortment of topics and hands-on activities. Programming for March includes the opening of an art exhibition, Oil Drum Art, and a panel discussion on environmentally friendly parenting.

The Oil Drum Art Exhibition opens on Thursday, March 20<sup>th</sup> and will be on view in Gallery 202 of the 111 Front Street Galleries through Friday, May 2, 2008. Oil Drum Art was launched in New Haven, Connecticut in 2003 and aims to educate its audience through a wide range of artistic disciplines and visual statements. Works in the exhibition have been created out of used 55-gallon oil drums that have been recycled through their transformation into art. Exhibition space has been generously provided by Two Trees Management Co. LLC. The public is invited to meet and talk with the artists at an opening reception on Thursday, March 20, 2008 from 7:00 – 9:00PM in Gallery 202.

On Monday, March 24<sup>th</sup>, the Improvement District and The powerHouse Arena host a panel discussion and book signing entitled, “How to Green Your Kid,” at 7:00PM at The powerHouse Arena (37 Main Street). The panel will be comprised of Alexandra Zissu, co-author of *The Complete Organic Pregnancy*; Marisa Belger, founding editor of Lime.com and TODAYshow.com contributor; and Lynda Fassa, author of *Green Babies, Sage Moms: The Ultimate Guide to Raising Your Organic Baby*. The panel will be moderated by Josh Dorfman of the “Lazy Environmentalist” on Sirius Radio.

Both events are free and open to the public. For additional information about SEED and other upcoming programs, please visit: [www.dumbonyc.org](http://www.dumbonyc.org)

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The Dumbo Improvement District is dedicated to the enhancement and promotion of one of New York City’s most historic, dynamic and compelling neighborhoods. In no other place throughout the five boroughs can one find such impeccable views, alluring public spaces, charming streetscapes, unique shops and restaurants and celebrated architecture. SEED was developed by the Dumbo Improvement District with a foundation of five initiatives that encourage: public recycling, alternative modes of transportation, consumption reduction, greater energy efficiency and environmental education. [www.dumbonyc.org](http://www.dumbonyc.org)