

Gell Project construction scheduled for

On January 12, 2010 representatives from PS41, Jonathan Rose Companies and Murphy Burnham & Buttrick Architects met with the School Construction Authority to review plumbing, mechanical, structural and design plans for GELL's 100% scope and cost estimate. Once completed, the bid award will mark the culmination of our planning phase to create a first-of-its-kind Greenroof Environmental Literacy Laboratory (GELL) atop a NYC Public School.

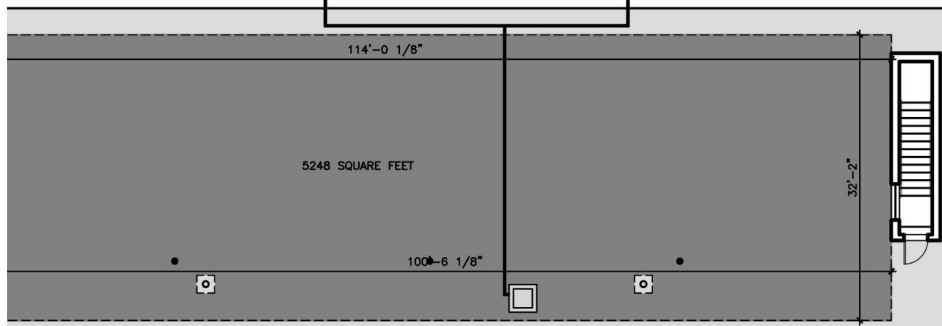
The \$1.3M construction costs are underwritten by Manhattan Borough President Scott Stringer and NYC Council Speaker Christine Quinn. PS41 is now entering the second round of fundraising, which calls for \$300K for green sedums, trays, equipment and labor.

GELL will completely transform PS41's upper roof. With clear access and minimal protrusions, PS41's top roof offers exceptional conditions for a greenroof. Located in one of New York City's high-density, low open space neighborhoods, GELL will benefit the entire community.

PS41's eastern roof will have a fenced-in observational learning space with walkways and gathering areas between

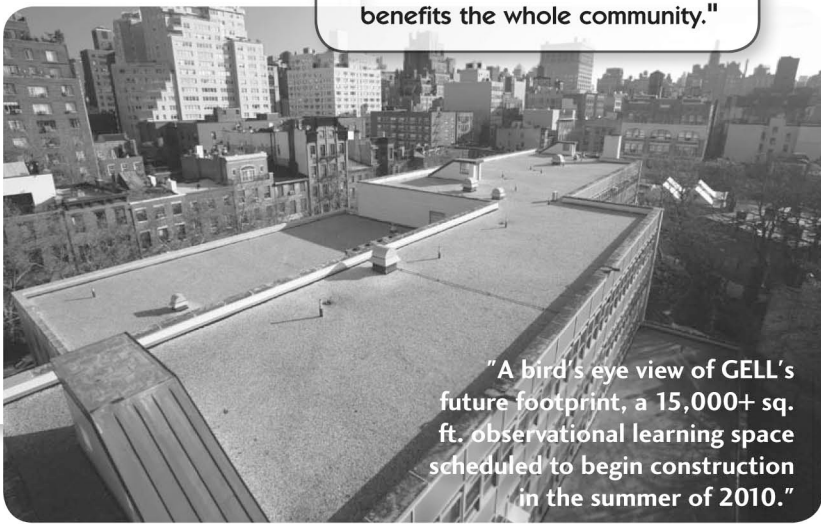


Our goal is to create a learning laboratory that raises environmental literacy and enhances students' awareness of the stewardship role they play in the health of the planet.



Despite its name, Greenwich Villiage has relatively little green space. Retrofitting GELL atop PS41 will enhance the quality of life throughout the neighborhood. By improving NYC air quality and mitigating environmental impact, GELL benefits the whole community."

The GELL Project @ PS41 -
A first-of-its-kind Greenroof Environmental Literacy Laboratory (GELL) designed for PS41's upper roof, consisting of 15,000+ sq. ft. of observational learning space.



"A bird's eye view of GELL's future footprint, a 15,000+ sq. ft. observational learning space scheduled to begin construction in the summer of 2010."

summer 2010

the two stairwells adjacent to 11th Street. The western section of the roof will be reserved for wildlife, providing habitat for birds, bats, butterflies and other insects. Already a scenic vista, PS41's greenroof will enhance the surrounding neighborhood by adding 10,000+ sq. ft. of flora to a section of New York that suffers a dearth of greenery. Environmental benefits to NYC include improved air quality and a reduction in carbon footprint, heat stamp and sewage-storm water runoff.

Our goal is to create a learning laboratory that raises environmental literacy and enhances students' awareness of the stewardship role they play in the health of the planet. In addition to ecological study, lessons will incorporate tactile, non-abstract demonstrations in chemistry and mathematics, as well as nutrition and aesthetics. By integrating GELL's green space learning facility into PS41's curriculum—and offering hands-on educational opportunities in farm-to-table agriculture, urban sustainability and environmental stewardship—GELL will enhance Science, Technology, Engineering and Math (STEM)

education. GELL is a natural outgrowth of PS41's gardening program, established by Vicki Sando in the spring of 2003. The silent phase of GELL's fundraising campaign began in 2006 when Christopher Hayes drafted GELL's case statement and concept drawing. Since then, the school has raised almost \$1.5M, in cash and in kind, from people who believe in GELL. Hundreds of people have helped so far, and we thank them for making GELL happen.

Please share your enthusiasm for GELL with your friends and neighbors. Construction is scheduled for summer 2010, but we still need your help to sow the garden. In the coming months we need to raise \$300K to install the greenroof itself. You can make a gift to GELL by clicking the "DONATE" button at www.ps41.org and checking the box for "GELL." Corporate, institutional and individual donors can also contact the PS41 PTA, or email GELL@ps41.org for more information.

GELL is gellin', but we need YOUR HELP NOW more than ever! To learn more about our progress, please visit our Facebook Group via: www.groups.to/gell-ps41.

In the coming months we need to raise \$300K to install the greenroof itself.