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Sample tweet: Encore career earns @Arch2030 Founder Edward Mazria the prestigious Purpose Prize.
[<http://bit.ly/umaJyt>] #PurposePrize

**Edward Mazria One of Five Americans to Win Prestigious Purpose Prize
For Making an Extraordinary Impact in an Encore Career**

Prize is an Investment in What Innovators Over 60 Will Do Next

SANTA FE, N.M. – Civic Ventures today announced that Architecture 2030 Founder and CEO Edward Mazria, 71, is one of five winners of its 2011 Purpose Prize, an annual \$100,000 award for social entrepreneurs over 60 who are using their experience and passion to make an extraordinary impact on some of society’s biggest challenges. Now in its sixth year, the \$17 million program is the nation’s only large-scale investment in social innovators in the second half of life. Mazria will donate the prize money to further the work of the non-profit Architecture 2030.

“Edward Mazria has had a dramatic impact on how the Building Sector is reducing its emissions of greenhouse gases,” said Marc Freedman, CEO and founder of Civic Ventures and author of *The Big Shift* (PublicAffairs Books). “It’s really good news that Purpose Prize winners like Edward – and millions of others in encore careers – are turning personal passions and decades of experience into invaluable contributions across sectors, continents and generations, often through entrepreneurship.”

An award-winning, world-renowned architect based in Santa Fe, NM, Mazria had a 40-year record of innovation and advocacy in sustainable building. But even he was surprised when in 2002 his analysis of U.S. government data revealed that the Building Sector consumes approximately half of all energy production and produces about half of all greenhouse gas emissions each year.

In 2003, Mazria founded [Architecture 2030](#) to address this problem. In 2006, the group issued the 2030 Challenge – a set of benchmarks for reducing energy use and greenhouse gas emissions in the built environment (buildings, homes and other built structures) to “carbon neutral” by 2030. The American Institute of Architects, U.S. Conference of Mayors, U.S. Green Building Council and National Governors Association immediately adopted the Challenge. Legislation followed. Today, Architecture 2030 initiatives are influencing the entire Building Sector: from education and design to low-carbon building products. It will soon release the 2030 Palette, a set of comprehensive planning and design principles for a low-carbon, adaptive, and resilient built environment, which will be translated into multiple languages and made available worldwide.

“A transformation is now underway, and it’s exhilarating to witness,” Mazria said. “We are moving the built environment from the major contributor, to the most effective solution to the energy and climate change crises. It’s a great honor for our work to be recognized by the Purpose Prize.”

Mazria, the other four winners (see below) and 42 new Purpose Prize fellows will be honored at the 2011 Purpose Prize awards ceremony on December 1 in Sausalito, Calif. The approximately 300 attendees of the

invitation-only event will hear from Purpose Prize judges, including NBC's Jane Pauley and Sherry Lansing, CEO of The Sherry Lansing Foundation and former chair of Paramount Motion Picture Group. The 28 judges – leaders in business, politics, journalism and the nonprofit sector – chose the five winners from a pool of more than 1,000 nominees.

Funded by The Atlantic Philanthropies and the John Templeton Foundation, The Purpose Prize is a program of Civic Ventures' Encore Careers campaign (www.encore.org), which aims to engage millions of boomers in encore careers combining personal meaning, continued income and social impact in the second half of life.

Short summaries for all of the winners are below. Profiles, videos and photographs are online at www.encore.org/prize.

The other four winners are (in alphabetical order):

Jenny Bowen, 66, Half the Sky Foundation, Berkeley, Calif.

Partnering with the Chinese government to transform the care of hundreds of thousands of orphans in China, the vast majority of whom are girls

Randal Charlton, 71, TechTown, Detroit

Revitalizing the economy in Detroit by spurring entrepreneurship across generations

Nancy Sanford Hughes, 68, StoveTeam International, Eugene, Ore.

Addressing a top killer of children worldwide by spurring the production and distribution of low-cost, safe and fuel-efficient stoves in developing nations

Wanjiru Kamau, 69, African Immigrant and Refugee Foundation, Washington, D.C.

Easing the transitions of thousands of African immigrant and refugee families and children by addressing mental health, academic and social needs

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Architecture 2030 is a 501(c)(3) nonprofit research organization working to achieve a dramatic reduction in the energy consumption and greenhouse gas emissions of the built environment by changing the way buildings, developments and urban environments are planned, designed and constructed, and by galvanizing and collaborating with key players in the Building Sector. In 2006, Architecture 2030 developed and issued the widely adopted 2030 Challenge and works with adopters to meet the Challenge's energy and emissions reduction targets. www.architecture2030.org

Architecture 2030 Initiatives:

2030 Challenge (http://architecture2030.org/2030_challenge/the_2030_challenge)

2030 Challenge for Planning (http://architecture2030.org/2030_challenge/2030_challenge_planning)

2030 Challenge for Products (http://architecture2030.org/2030_challenge/products)

AIA+2030 Professional Education Series (<http://www.aiaplus2030.org/>)

Seattle 2030 District (<http://www.2030district.org/seattle/>)

About Civic Ventures (www.encore.org)

Civic Ventures is a think tank on boomers, work and social purpose. The organization introduced the concept of encore careers, which combine meaning, continued income and social impact. The Purpose Prize, funded by The Atlantic Philanthropies and the John Templeton Foundation, is a program of Civic Ventures.