

## **YKK AP Launches Video Contest to Encourage Innovation within the Green Building Industry**

*Participants to highlight what they are doing to build a better tomorrow, today*

**AUSTELL, Ga. — September 1, 2010** — Today [YKK AP America](#) announces the “Building a Better Tomorrow, Today” YouTube video competition to encourage innovation while further advancing the green building industry. Interested participants can now submit videos showcasing their ideas for how America can enhance the built environment for generations to come – whether it’s through an energy-savings, green building or sustainability perspective. Submissions are encouraged from architects, designers, contractors, manufacturers, students and the general public, and can consist of a new or existing idea, design, product, or project. Winners will be announced at [GreenBuild](#) in Chicago in November.

To enter, participants can post their videos, which should not exceed 120 seconds, to YouTube as a video response to [YKK AP’s Building a Better Tomorrow, Today](#) video. The grand prize winner will receive \$1,500 in cash as well as a \$1,000 donation on their behalf to support the U.S. Green Building Council’s (USGBC) Philanthropic Programs. In addition, two runners up will be awarded an Apple iPad.

A panel of experts will judge each video on the overall message and relevance to the theme, creativity and entertainment value. Judges include Jim Fausett, a previous architecture professor at Southern Polytechnic State University, Susan Ellis Proper, Director of the [American Institute of Architects \(AIA\) Atlanta Chapter](#) and Sydney Roberts, PhD, [Southface](#) Home Services Program Manager.

“We created this video contest to foster the sharing of ideas and innovation in sustainable, green building practices,” said Oliver Stepe, senior vice president of YKK AP America. “We’re always thinking ahead to what’s next and how we can better serve the industry and our customers. We want to encourage others to share their vision and ideas on how America can enhance the built environment. We look forward to reviewing the submissions – and we encourage all participants to make your video fun, smart and entertaining!”

The contest opens on Wednesday, September 1 and closes at midnight Eastern Time on Friday, October 15. For complete contest requirements and instruction, visit the competition web page at

<http://www.ykkap.com/commercial/advantage/videocompetition/videocompetition.asp>.

**About YKK AP America**

YKK AP America Inc. manufactures a complete line of aluminum entrances, storefronts, curtain walls, sunshades, and windows for use in commercial and institutional construction. YKK AP aluminum products are manufactured in ISO 14001 certified facilities in Dublin, Georgia – a standard for businesses that operate in a sustainable manner by reducing pollution and waste. The company has also been recognized by the U.S. Department of Energy for Exceptional Leadership in Industrial Energy Efficiency. The company is also a leading producer of window products for use in new construction and replacement in homes and light commercial structures. Its residential products are manufactured in a highly automated manufacturing facility located in Macon, Georgia. YKK AP America is based in Austell, Ga. It is a subsidiary of YKK Corporation of America, whose parent company is global manufacturer YKK Corporation of Japan. For more information, visit [www.ykkap.com](http://www.ykkap.com).

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