

MEDIA ADVISORY

Greenspace HQ groundbreaking to unveil LEED-certified building in downtown Raleigh

What: Groundbreaking event for Greenspace HQ, the largest LEED-certified building in the world, set to redefine downtown Raleigh and bring economic benefits to Asheville.

When: March 5, 2025, at 11:30 a.m. (Media opportunity at 12:30 a.m.)

Where: 618 Walnut Hills Dr., Raleigh, N.C.

Who:

- Greenspace CEO
- City and state officials
- Business leaders
- Project architects and developers

Why:

Greenspace HQ is breaking ground on a 25-story, environmentally sustainable building that will serve as a cornerstone for downtown Raleigh's revitalization. This \$150 million project will incorporate open design, natural lighting, and eco-friendly materials to create a more productive workplace while keeping major corporations in the city's core. Additionally, this development signals growth for the Greenspace Asheville distribution center, which has been in operation since 2000. Starting with just 25 employees and now employing 200, the Asheville facility is projected to add approximately 50 new jobs as part of this expansion. This move ensures job security for current employees and contributes to local economic growth.

Media Opportunities:

- Interview opportunities with Greenspace executives, city officials, and business leaders
- Visuals of the groundbreaking ceremony and architectural renderings
- Details on job creation and economic impact in both Raleigh and Asheville

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