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**MEDIA ADVISORY**

## Santa Barbara's Carrot Mob Gathering on 1/21/12 Who Will Be Mobbed?

Santa Barbara – On **Saturday, January 21 from 10am to 3 pm**, hundreds of local activists are expected to pack a local business as part of an event known as a Carrot Mob.

Customers will pour into a local business to reward the business for its commitment to channel all additional sales that day toward reducing the shop's carbon footprint and making it more energy efficient.

The Carrot Mob will take place Saturday, January 21 from 10 am to 3 pm. **Event organizers will reveal the location they have selected in mid-January at [www.CECSB.org](http://www.CECSB.org), and through Facebook, Twitter and traditional media.** Hints about the location will also be given via social media.

The Santa Barbara event on January 21 is being organized by the [Community Environmental Council](http://www.CommunityEnvironmentalCouncil.org), in partnership with CALPIRG, Edible Santa Barbara, LoaTree, Plus One Marketing, Santa Barbara Bike Coalition, Santa Barbara High School Dons Net Cafe, The Sustainability Project, and UCSB Environmental Affairs Board.

**What:** A Carrot Mob is a reverse boycott – a day in which customers are asked to “mob” a pre-determined local business to encourage or thank them for doing something right. To see a Carrot Mob in action, check out our video from last year: [http://www.youtube.com/watch?v=peI9nkpqlq4&feature=player\\_embedded](http://www.youtube.com/watch?v=peI9nkpqlq4&feature=player_embedded)

**Where:** The question everyone wants the answer to! Stay tuned to [www.CECSB.org](http://www.CECSB.org) and follow updates on Facebook: [www.facebook.com/CECSB](http://www.facebook.com/CECSB)

**When:** 10:00 AM – 3:00 PM on Saturday, January 21, 2012

**Why:** Rather than attacking or penalizing a business in order to exert influence, the focus is on providing a stronger, positive incentive to motivate change. Instead of boycotting environmentally backward businesses, reward the ones who are going green by bringing the masses through their doors.

**How to get there:**

By foot from nearby neighborhoods.

By bike. Free bike valet will be available, courtesy of the Bicycle Coalition.

By bus ([www.sbmtd.gov](http://www.sbmtd.gov)).

By car (last resort). Parking available on neighborhood streets.