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For Immediate Release

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## **Earth Day Festival 2012 theme: “Mobilize,” Announced by Community Environmental Council**

*Community Environmental Council to name 2012 Environmental Hero Award  
recipient on Tuesday, March 20*

March 18, 2012, Santa Barbara, CA – The Community Environmental Council (CEC) will announce significant highlights of the upcoming Santa Barbara Earth Day Festival – including the headlining band and the recipient of CEC’s Environmental Hero Award -- this Tuesday, March 20 at 8 p.m. at an event that kicks off “30 days to Earth Day.”

The kick-off event -- LoaTree Lounge/Green Drinks -- will take place at SOhO Restaurant and Music Club, 1221 State St. in Santa Barbara, from 6 to 10 p.m. It is the first of several events over the next month to support Earth Day.

The CEC’s 2012 Earth Day Festival will be held at Alameda Park Saturday, April 21 from 11 a.m. to 7 p.m. and Sunday, April 22, 2012 from 11 a.m. to 6 p.m. The 2012 theme, “Mobilize,” will capture the power of grassroots action in protecting and preserving the environment. The Santa Barbara Earth Day Festival is FREE for attendees.

The festival will feature approximately 250 exhibitors – some selling goods and services in the EcoMarketplace, others promoting their cause in the Activist Square.

### **Highlights of the Community Environmental Council’s 2012 Earth Day Festival:**

- A vibrant **Bike World**, with free bike tune-ups, a bike-powered mini-stage, and free valet bike parking. (More than 1,000 people valet parked their bike in 2011). In addition, a 100-mile bike ride organized by Evolution of Man will end at the festival on Sunday, April 23.
- The annual **Green Car Show** – featuring the largest collection of efficient and alternative fueled vehicles between Los Angeles and San Francisco and the longest-running show of its kind in the country. In addition, festival goers can participate in free **Ride & Drives** in the latest electric vehicles and hybrids. (More than 500 people participated in a Ride & Drive in 2011). Also, a working **Solar Carport** will showcase how some local residents are generating solar electricity by day and charging their electric vehicles at night, effectively driving on sunshine.

- Two full days of music on the **Main Stage**, organized by New Noise Media Group. The headlining band will be announced on Tuesday, March 20.
- Local, organic **food** booths and a **Beer & Wine Garden**.
- A **Kid's Corner** organized by LearningDen Preschool, with arts & crafts, musical performances, storytelling, face painting, and play equipment that uses the boundless energy of children to recharge electrical batteries.
- **Celebrity appearances**. Recent festivals have included stage appearances by Director James Cameron, actress Daryl Hannah, and Tesla Motors CEO Elon Musk – all who were awarded the annual **Environmental Hero award**.

The 2011 Santa Barbara Earth Day Festival attracted over 38,000 visitors. Widely acknowledged as the birthplace of Earth Day, Santa Barbara's longstanding environmental reputation attracts national media and celebrity attention. The Community Environmental Council has overseen the festival since it began in 1970, and the Santa Barbara event has become the premier opportunity to showcase the latest in green technology and lifestyle solutions to the environmentally savvy residents of California's Central Coast.

“Santa Barbara has a long legacy with Earth Day. In fact, this festival is one of the longest running, consistently held, community organized Earth Day celebrations in the country – and one of the largest on the West Coast,” said Sigrid Wright, Associate Director of CEC. “More people are attending now than ever before, and the solutions that people are talking about are increasingly sophisticated. When I see how Earth Day has grown and continues to grow – even after 40 years – it says to me that we need this opportunity to gather with other people who care about the environment, to share stories and ideas, to enjoy food and music together, and to take inspiration for ways we can create a healthier lifestyle.”

Wright said that in the wake of the devastating 1969 oil spill off Santa Barbara's shores, a group of local concerned citizens began talking about a different way of looking at environmental systems. Over the next few years, around the country the environmental movement was born – including the Community Environmental Council, which was incorporated in the spring of 1970. During that time, Senator Gaylord Nelson visited Santa Barbara to view the damage from the oil spill. When he returned to Washington, D.C., he introduced a bill designating April 22 as a national day to celebrate the earth. In CEC's first act as new non-profit, it hosted one of the first Earth Day celebrations in the country.

This year, CEC is partnering with **LoaTree**, **New Noise Media Group**, **Oniracom**, and **Plus One Events** to produce the festival. Exhibitor **registration is available** at [www.SBEarthDay.org](http://www.SBEarthDay.org). Keep current by following Santa Barbara Earth Day on [Facebook](#) and [Twitter](#).

### **About the Community Environmental Council**

Since 1970, the Community Environmental Council (CEC) has led the Santa Barbara region – and at times California and the nation – in creative solutions to some of the toughest environmental problems. Today CEC is focused on eliminating the use of fossil fuels in the Central Coast region in one generation – Fossil Free by '33. Find the CEC on the web at [www.cecsb.org](http://www.cecsb.org) and on [Facebook](#) and [Twitter](#).

**For more information about Earth Day:** go to [www.SBEarthDay.org](http://www.SBEarthDay.org), email [info@cecmail.org](mailto:info@cecmail.org) or call 963-0583 ext. 100.

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