



Community
Environmental
Council

For Immediate Release

Press Contact: Candice Nyholt/Chris Davis
(805) 687-3322

Earth Day Festival 2013 Highlights Announced by Community Environmental Council

*Festival to feature 8 stops on a climate-friendly tour, including:
Longest-running public Green Car Show in the U.S., with “Ride & Drives”;
Free bike valet and bike tune-ups;
Social media lounge with contests to help visitors win eco-lifestyle prizes*

Santa Barbara, CA, April 3, 2013 – The Community Environmental Council (CEC) hosts the 2013 Santa Barbara Earth Day Festival at **Alameda Park on Saturday, April 20** from 11 a.m. to 7 p.m. and **Sunday, April 21** from 11 a.m. to 6 p.m.

CEC’s Santa Barbara Earth Day Festival is FREE for attendees. This year’s festival features a tour of eight color-coded zones — Bike Valet, Public Square, Sports & Recreation, Eco Marketplace, Green Car Show, Live Green, Kids Corner, and Social Media Lounge — to make navigating the event easy, with an emphasis on ways visitors can reduce their impact on the climate.

The event also includes over 200 exhibitors, a food court, beer and wine garden, main stage, and two mini-stages offering music and demonstrations.

“More people are attending Earth Day than ever before, and the solutions that people are talking about are increasingly sophisticated,” commented Sigrid Wright, Associate Director of CEC and the festival’s director. “We design this event so that people who are just starting to explore an eco-lifestyle feel welcome, while people who have already done quite a lot still find things that inspire them. The Green Car Show is an excellent example of this. If you’re in the market for a highly efficient car, or want to see how some locals are driving on sunshine, this is place to go.”

As details are announced, the best way to get the most updated information – including schedules, maps, and stories -- is to go to:

- **Twitter** (@SBEarthday, <http://www.twitter.com/sbeearthday>)
- **Facebook** (<http://www.facebook.com/sbeearthday>)
- **CEC’s festival website** (www.sbeearthday.org) – including a **mobile website** (<http://m.sbeearthday.org/>) and a live website that will stream activity at the event on April 20-21 (live.sbeearthday.org)

Advance events leading up to the two-day festival include:

Opening Night Reception on Wednesday, April 17 from 6 p.m. to 10 p.m. at the Oreana Winery in Santa Barbara, hosted by Earth Day production partner Plus One Events, featuring:

- Green Shorts film festival: a commemorative set of eco-gear'd films from 2009-2012
- Live music featuring local artists Ralph Torre Franca & the Outlawed Sons and Anastasia
- Local grub from Georgia's Smokehouse, regional beer from Ninkasi Brewing Company, and a selection of delicious wine from Oreana Winery

Tickets on sale at <http://earth-day-opening-night.nightout.com/>. A portion of all proceeds benefit the Community Environmental Council & Santa Barbara Earth Day.

How to get to CEC's Earth Day Festival:

Earth Day organizers work closely with the Bicycle Coalition, MTD bus service, Santa Barbara Car Free, and other partners to inspire attendees to come to the event "car-free."

In addition to free bike valet service and bike tune-ups, organizers are offering incentives for those who leave their car at home:

- **Before the festival.** Enter to win a pair of Amtrak Surfliner tickets, a 10-ride MTD bus pass, or a bike from Isla Vista Bicycle Boutique by filling out an online survey saying how you would use one of the prizes to substitute your regular trips by car. Go to <http://www.sbearthday.org/festival-highlights/contests>
- **At the festival.** Check in with an Earth Day greeter at any entrance to claim a **Clif Bar reward**, then head to the Santa Barbara Car Free Check In booth to register for prizes. The Grand Prize is a pair of round-trip tickets for two on the Amtrak Coast Starlight, including roomette accommodations, from Santa Barbara to Portland or Seattle.

What to do at CEC's Earth Day Festival:

Festival Zones offer a variety of activities in an easy, color-coded way.

1. **Bike Valet.** Location: near the corner of Anacapa and Micheltorena. Bicyclists can rest easy thanks to a large, secured, free BIKE VALET hosted by the Santa Barbara Bicycle Coalition.
2. **Public Square:** Location: on the west side of the park, along Anacapa Street. In its second year, this zone offers the community an opportunity to get involved at the Elected Officials Booth, where state, county, and city legislative leaders host public office hours to share ideas, answer questions, and receive feedback.
3. **Sports & Recreation.** Location: on the west side of the park, near the corner of Anacapa and Sola. A new zone this year brings together eco-conscious sporting & outdoor companies that encourage Earth Day-goers to get outside and explore the world we're preserving. GreenSneakers.org is partnering with CEC to collect retired tennis shoes at

the Green Sneakers booth. Ways to get active abound in this zone, whether it's testing out hula hoop skills, climbing a rock wall, taking a spin on the Orbitron, talking shop with surfers and skateboarders, or checking out the 14-foot "wave" made of plastic bottles.

4. **Eco Marketplace.** Location: on the west side of the park, along Santa Barbara Street. This venue connects those seeking eco-friendly products with businesses that embrace green consumerism. Sustainable resources and practices combine to create a marketplace bustling with useful goods, including Fair Trade quinoa, organic candles, clothing made with low-impact dye and upcycled materials, and solar-powered reading lights.
5. **Green Car Show, featuring the electric and hybrid car Ride and Drive and new Owner's Corner.** Location: on Santa Barbara Street, between Sola and Micheltorena Streets. The 14th Annual Santa Barbara Green Car Show hosts the largest assembly of efficient and alternative-fueled vehicles between Los Angeles and San Francisco, and is the longest-running public Green Car Show in the United States. Highlights include:
 - **Free "Ride & Drives"** of the latest all-electric vehicles, which get the equivalent of 100 mpg. These include the brand new 2013 Toyota RAV4 EV, the first all-electric SUV on the market, the 2013 Chevrolet Volt, the top selling electric vehicle of 2012, and other electric and hybrid cars. The Ride & Drive filled up fast last year, so be sure to get there early! Location: Corner of Micheltorena and Santa Barbara
 - **Owner's Corner** with a new Tesla Model S (Motortrend's 2013 Car of the Year), Tesla Roadster, Nissan LEAF, Chevrolet Volt, and more. Local owners display these vehicles, offering a great opportunity to hear about electric car ownership straight from the drivers
 - A **Solar Carport** showcasing how some residents are generating solar electricity and driving on sunshine. Location: in the center of Santa Barbara Street.
 - **Local organizations** that are greening their automotive fleets, such as Cox Communications and the City of Santa Barbara
6. **Live Green:** Location: on the east side of the park along Santa Barbara Street. Community members convene here to share knowledge on ways to live sustainably, including various solar energy services, green builders, and permaculture professionals. Beekeeping, tower gardens, and enviro-friendly health care options are also on full display, along with live cows, goats, and baby chicks. Live Green Harvest Stage (near the Food Court) features two days of eco-learning: seed saving, rolling sustainable sushi, mixing specialty drinks from "Farm to Bar," and much more.
7. **Kids Corner:** Location: on the east side of the park, near Sola Street. Kids revel in this eco-education extravaganza organized by LearningDen Preschool and SproutUp, with arts & crafts, musical performances, storytelling, face painting, and two days of activities on a mini-stage (see www.sbearthday.org for a full schedule). Highlights include:
 - **Earth Day Family Passport.** Families looking to engage kids in the festival can pick up an Earth Day Family Passport at the Santa Barbara Car Free Check In booth (across from Bike Valet near Anacapa & Micheltorena). Kids collect a stamp at each of eight fun, eco-friendly activities, culminating at the SproutUp booth in Kids Corner, where the completed passport can be redeemed for a free "green" gift.

8. **Social Media Lounge & Contests:** Location: on the west side of the park, between the VIP Gazebo and Eco- Marketplace. LoaTree and Oniracom present an opportunity to plug into the Santa Barbara Earth Day social network. Earth Day attendees can tag tweets, Facebook posts, and Instagram photos with **#sbearthday** and **#loaliving** for a chance at great prizes from Horny Toad, Kleen Kanteen, the Santa Barbara Bowl, Juice Ranch, and Mighty Bright – as well as high-fi music systems from Sonos. After submitting your posts, kick back to watch big screen displays of festival announcements, photos and video taken by festival-goers, and social network feeds from Earth Day celebrations worldwide.

Main Stage and 2 Mini-Stages: schedules available online at www.sbearthday.org/schedule

- **Earth Day Main Stage:** On the bio-diesel powered Main Stage, New Noise Music Foundation presents a stellar array of talent. Stage schedule online at www.sbearthday.org/schedule and in the Earth Day Festival Guide (published in the Santa Barbara Independent on Thursday, April 18).
 - **Environmental Hero Awards:** CEC chose two 2013 recipients.
 - Van Jones accepts an award from Geoff Green on behalf of CEC and the Fund for Santa Barbara on **Saturday, April 20 at 3 p.m.**
 - Bill Nye accepts an award from Assemblymember Das Williams on behalf of CEC on **Sunday, April 21 at 2 p.m.**
 - Past Environmental Hero Award recipients include environmental activist Selma Rubin (2012) actress Daryl Hannah (2011), director James Cameron (2010) and Tesla Motors CEO Elon Musk (2009).
 - **Live Music:** In the spirit of supporting local music, come dance and sing along to California homegrown favorites like the Mad Caddies (Santa Ynez), The Easy Leaves (San Francisco), One Drop (San Diego), and The Fire Department (Isla Vista)
- **2 Mini-Stages located in Live Green and Kids Corner:**
 - **Live Green Harvest Stage** features presentations on seed saving, rolling sustainable sushi, mixing specialty drinks from “Farm to Bar,” and more.
 - **Kids Corner Stage** features interactive eco-rap, games, environmental education, and musical performances.

Food and drink:

- **Food Court.** Location: on the east side of the park, along Sola Street. Dig into healthy food with vendors powered by a combination of bio-diesel and solar. Local and regional food exhibitors offer a mix of farm fresh, healthy, and festival style menu items including organic smoothies, sandwiches, veggie burgers, Thai cuisine, and freshly baked wood-fired pizzas. What’s more, most of our vendors are sourcing at least 20% of their produce and other ingredients from local sources, including Harvest Santa Barbara.
- **Beer Garden.** Location: near the Main Stage. Enjoy delicious, cold beer from Firestone Walker's lineup of 805, DBA, Pivo Pilsner, Solace, and Pale 31 + a variety of local Santa Barbara wines. Kleen Kanteen reusable steel pints will be available for purchase to reduce plastic cup usage. Soho restaurant’s “On the Road” booth will offer organic, local food options in the beer garden.

- **Beer & Wine Gazebo.** Location: in center of park on west side of festival. Those looking for a smaller venue for enjoying adult beverages can get pours of their favorite beer & wine here on Sunday, April 21 from 12 p.m. - 5:30 p.m.

Santa Barbara Earth Day History:

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 a newly established non-profit, it hosted one of the first Earth Day celebrations in the U.S. in 1970.

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.

Partners:

This year, CEC is partnering with **LoaTree, New Noise Media Group, Oniracom, Plus One Events, Sprout Up, Learningden Preschool, and Santa Barbara Bicycle Coalition** to produce the festival. Cox Communications is the lead sponsor. Major Media Sponsors are KJEE, KCOY, KTYD, KLITE, and Entravision. Other Media Sponsors are SB Independent, Parent Click, Noozhawk, and The Sentinel. Major sponsors are MarBorg Industries, Gold Coast Toyota Dealers, Allen Associates Construction, Union Bank/Santa Barbara Bank & Trust, Amtrak, Santa Ynez Band of Chumash Indians, DNA Imagery, Firestone Walker Brewing Company featuring 805 Beer, and Classic Party Rentals. Other significant sponsors include MoveGreen, 1st Solar, General Motors/Chevrolet, 1% for the Planet, Albertson's, Citrix, City of Santa Barbara, Clif Bar, Clif Kids, Klean Kanteen, REC Solar, Ralph's, Toyota of Santa Barbara, Verizon, Graham Chevrolet Cadillac, Santa Barbara Honda, and Santa Barbara Nissan.

For more information on CEC:

- Find CEC on the web at www.cecsb.org
- Like CEC on Facebook at www.facebook.com/cecsb
- Follow CEC on Twitter @CECSB and on Instagram @CEC_SB
- Call CEC at 805-963-0583 ext. 100.

For more information on CEC's Earth Day Festival:

- Find Earth Day on the web at www.SBEarthDay.org, or the mobile site, <http://m.sbeearthday.org/>
- Tune into the latest festival happenings on April 20-21 at live.SBEarthDay.org
- Like "Santa Barbara Earth Day" on Facebook, www.facebook.com/sbeearthday
- Follow the event on Twitter @SBEarthday and on Instagram @SB_EarthDay
- Call CEC at 805-963-0583 ext. 100.

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