



For Immediate Release

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Earth Day Festival 2013 Announced by Community Environmental Council

Community Environmental Council to name 2013 Environmental Hero Award recipients on Wednesday, February 20.

Feb 4, 2013, Santa Barbara, CA – **The Community Environmental Council (CEC)**'s will host its **2013 Earth Day Festival at Alameda Park Saturday, April 20 from 11 a.m. to 7 p.m. and Sunday, April 21 from 11 a.m. to 6 p.m.** The 2013 festival will promote the power of grassroots action in protecting and preserving the environment, with specific resources for reducing the use of fossil fuels.

CEC will announce significant highlights of the event -- including the recipient of CEC's Environmental Hero Award – on Wednesday, February 20.

In the 30 days leading up the festival, CEC and its partners will host a series of Earth Month events. The first of these will be an **Earth Day Green Drinks hosted by LoaTree at Carr Winery, 414 N. Salsipuedes St. in Santa Barbara, from 6 to 9 p.m. on Tuesday, March 19.** Other Earth Month events will be announced in the upcoming weeks.

CEC's 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 **Public Square**. (See below for instructions for exhibitors).

Highlights of the Community Environmental Council's 2013 Earth Day Festival:

- A **Bike Valet**, with free bike tune-ups and free valet bike parking. (More than 1,500 people arrived by bike in 2012).
- 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 900 people participated in a Ride & Drive in 2012).
- A Clean Tech Pavilion offering up products, services, and processes that rely on renewable materials and energy to reduce or eliminate emissions and waste.
- Two full days of music on the **Main Stage**, organized by New Noise Media Group.
- Local, organic **food** booths and a **Beer & Wine Garden**.

- A **Kid's Corner** organized by LearningDen Preschool and Sprout Up, with arts & crafts, musical performances, storytelling, face painting, and a marine touch tank.
- A **Sports and Recreation** zone, where participants can take part in fitness activities and find regional businesses that promote a healthy and environmentally-friendly lifestyle.
- **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 community-organized festival is one of the longest-running and consistently held Earth Day celebrations in the country – and is believed to be **the largest Earth Day festival on the West Coast**. Santa Barbara's environmental reputation attracts national media, celebrity attention, and local crowds; **the 2012 Santa Barbara Earth Day Festival drew over 35,000 visitors**.

Since its beginning in 1970, the Community Environmental Council has overseen the Santa Barbara festival, growing it into the premier exhibition of new green technology and lifestyle solutions for environmentally savvy residents of California's Central Coast.

“At its heart, Earth Day has always been about people and how they interact with the environment,” commented Sigrid Wright, Associate Director of CEC and the festival's director. “We emphasize story-sharing throughout the event, and social media now allows us to extend our reach and capture more of these stories.”

“More people are attending now than ever before, and the solutions that people are talking about are increasingly sophisticated,” continued Wright. “Earth Day is the only local festival that showcases a wide range of emerging green technologies all at once. 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.”

Widely acknowledged as the birthplace of Earth Day, Santa Barbara's involvement began with the devastating 1969 oil spill off its coast. This led a local group of concerned citizens to begin discussing a different way of looking at environmental systems. Over the next few years, the environmental movement was born across the country– including CEC, which was incorporated in the spring of 1970. During that time, Senator Gaylord Nelson visited Santa Barbara to view the oil spill damage. 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 initial act as new non-profit, it hosted one of the first Earth Day celebrations in the country.

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. Keep current by following Santa Barbara Earth Day on **Facebook** and **Twitter**. **For more information about Earth Day:** go to www.SBEarthDay.org, email info@cecmail.org or call 963-0583 ext. 100.

About the Community Environmental Council (CEC)

Since 1970, 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 and on [Facebook](#) and [Twitter](#).