



3606 Bridge Avenue  
Cleveland, Ohio 44113  
(216) 281-6468  
Fax: (216) 281-5112  
[earthdaycoalition.org](http://earthdaycoalition.org)  
[facebook.com/earthdaycoalition](https://facebook.com/earthdaycoalition)  
[twitter.com/earthdaycoalit](https://twitter.com/earthdaycoalit)  
[youtube.com/earthdaycoalition](https://youtube.com/earthdaycoalition)

**NEWS ADVISORY  
FOR IMMEDIATE RELEASE**  
**To:** Environmental News Editor  
**Contact:** Christina Yoka  
Events & Marketing Coordinator  
(216) 281-6468 x231  
[cyoka@earthdaycoalition.org](mailto:cyoka@earthdaycoalition.org)  
**Date:** April 6<sup>th</sup>, 2012

**ALL DAY MUSIC AT EARTHFEST WILL INCLUDE 32 MUSICAL ACTS IN 14 PERFORMANCE AREAS**

**Cleveland, Ohio-**

Live entertainment will be a major expansion at Earth Day Coalition's EarthFest this year thanks to a partnership with Undercurrents Inc., a company that works in cooperation with Cuyahoga Community College's music business education program. On April 22<sup>nd</sup> from 10am-5pm at Cleveland Metroparks Zoo, 14 stages will fill the day with music from an eclectic selection of genres, including local favorites such as Brent Kirby and Honeybucket. In keeping with Earth Day Coalition's educational focus, all stages were booked, managed and will be produced by Undercurrents students.

This year, the Undercurrents program helped to develop musical entertainment in new, unconventional places as guests explore the Zoo; a transition from EarthFest's traditional single amphitheatre showcase. Originating from the concept of roving artists throughout the park, program director John Latimer says that students created venues in areas such as the overhang at Monkey Island, the gazebo by the koalas exhibit and an oversized tent near the Savannah Ridge.

Each student was responsible for their own stage as a part of Undercurrents lesson in booking and production. "I really put it in their laps to make sure it happened," says Latimer, "and the students were right on top of it."

As a result, every stage has its own unique sound, including individual areas for acts based in folk, hip-hop and jazz. "There's a variety – it's not just one genre, it's a lot of things going on at once," Latimer says.

While EarthFest serves this year as part of Undercurrents ongoing music management curriculum, Latimer reminds his students the day is about having a good time while raising awareness about protecting our environment. "The whole idea is a bunch of artists coming together for fun on a Sunday afternoon. It's a party for the planet."

Adds Earth Day Coalition executive director Scott Sanders "With the help of Undercurrents and John Latimer's students, we are able to accomplish something we would not have been able to do on our own. This is an example of how community partnerships make EarthFest a great celebration and educational event for our region."

EarthFest is Ohio's largest environmental education event and the longest running Earth Day celebration in the nation. In partnership with the Sustainable Cleveland 2019 initiative, this year's EarthFest will celebrate the "Year of Local and Sustainable Food." The new local and sustainable food exhibit area will feature a 72' x 20' hoop house with exhibits that include composting, rain gardens, urban farms, businesses and restaurants that contribute to Cleveland's growing local food economy. Additional exhibit areas will include innovations in the non-profit sector, family fun activities, clean transportation, health and fitness, environmental science, and green home improvement.

For more information about EarthFest, visit [www.earthdaycoalition.org](http://www.earthdaycoalition.org) or call (216) 281-6468.

\*\*\*

*Established in 1990, Earth Day Coalition's mission is to provide education, inspire leadership, and encourage action for a healthy environment. Earth Day Coalition's year-round programs include: Student Environmental Leadership, Clean Transportation, Neighborhood Action, and EarthFest. EarthFest is Ohio's largest environmental education event and the longest running Earth Day celebration in the nation. EarthFest 2012 will be held on Sunday, April 22<sup>nd</sup>, 10am-5pm at Cleveland Metroparks Zoo. EarthFest 2012 will celebrate the year of "local and sustainable food."*