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**NEWS ADVISORY
FOR IMMEDIATE RELEASE
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To: Environmental News Editors
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**EARTH DAY COALITION PRESENTS EARTHFEST 2012 ON SUNDAY, APRIL 22nd
FROM 10AM-5PM AT CLEVELAND METROPARKS ZOO**

Cleveland, Ohio- Earth Day Coalition presents EarthFest 2012 and the Walk for the Earth on Sunday, April 22nd from 10am-5pm at Cleveland Metroparks Zoo. 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, Cleveland Crops, and Tunnel Vision Hoops, this year's EarthFest will celebrate the "Year of Local and Sustainable Food." This new area will feature the construction of a 72' x 20' hoop house (green house) in the Zoo Welcome Plaza. There will be hundreds of additional exhibits in areas that include clean transportation, environmental science, community works, health and fitness, green home improvement, family entertainment, and all day music on fourteen stages. Regular Zoo admission includes all EarthFest activities or free to registered participants in the Walk for the Earth and to those who ride the free RTA shuttle bus from Cleveland Public Square.

NEW THIS YEAR

- An expanded "Local and Sustainable Food" area, featuring the construction of a hoop house in the Zoo Welcome Plaza. The hoop house will be built by Tunnel Vision Hoops for EarthFest on Friday and Saturday nights with the help of AmeriCorps volunteers, and then deconstructed after EarthFest and moved to Ohio City Farm. While there, it will serve as one of the farms used by Cleveland Crops (a workforce training program through the Cuyahoga County Board of Disabilities) as an employment training opportunity for developmentally disabled adults. Exhibits will include composting, rain gardens, urban farms, businesses and restaurants that contribute to Cleveland's growing local food economy. Kurtz Bros., Inc will build a mock rain garden and landscaped composting exhibit using their Worm Dirt Compost product and native Ohio plants. During EarthFest, Earth Day Coalition will sell the plants to event attendees to raise funds for their NatureHood program. Northeast Ohio Regional Sewer District is a major partner in this initiative. This area will also include all-day celebrity chef demonstrations from local restaurants including:

- 11:30 -12:15 Albatros, Chef Jack Ahern
- 12:15 - 1:00 Root Café, Chef Julie Hutchison
- 1:00 - 1:45 Green House Tavern, Chef Jennifer
- 1:45 - 2:30 Marriot/Amp150, Chef Jeff Jarrett
- 2:30 - 3:15 Market Garden Brewery, Chef Andrew Bower
- 3:15 - 4:00 Fat Cats/Lava Lounge/Felice Urban, Chef Ricardo Sandoval
- 4:00 - 4:45 Dewey's Pizza, Dave Igel

- Over 100 musical acts in 14 performance locations such as Savannah Ridge Amphitheater, Monkey Island, and the gazebo near Australian Adventure. The musical acts, scheduled through a partnership with UnderCurrents sound, were booked and managed by students enrolled in Cuyahoga Community College's Concert Production course. Students were assigned a stage to book musical performances, and manage stage logistics. Current bands include: Aaron Oswald, Akela Underground Queen, Alex DeGross Trio, Alex Wedmedyk, Andre Cato, Angel Foss, Audacity, Autumns Fall, Black Swamp Funk Band, Bob Sammon,

Brent Kirby, Charlie Mosbrook, Chester Hopkins-Bay, Christine Lewis, Cleveland Avenue, Consouliens, Cosmic Circle, Crazy Marvin, Danielle Moton, Diana Chittester, Dierdre Garvey, Earth Rhythm Drummers, Ecanus, Emily Keener, Erin, Faris Azem, Fiddle Factory, Grupo Unidade Capeoeria, Harry Bacharach, Hedgehogs Dilemma, Helen Morrison, Honeybucket, Hoop, Howand and Ann Marie, Micenmacher, Icehouse Productions, J.B. Smooth, Jack Rugan, Joe Abraham from Belmez, Joe Lapagalia, Jon and Sheryse, Jovan Ivey, Kent Dockus, Kirby DeForrest, Mallory SanMarco, Mark Freeman, Meganne Stepka, Mella, Mr. Red Stripe, Ms MaKavelli, Napoleon Dark Shine Pros, Nate Jones, Phalynx, Polo Boiz, R.A.L.L.Y., Rae Vena, Samantha Baine, Shakka Siuong Hasberry, Silka, Siroc, Steve Jochum, Swamp King, The Boxes, The Good Foot, The Kraker Brothers, The Lake Effect, Virgin Lungs, Vonney, Wally Gunn, War Head, Wesley Washington, Will Ceshier, Xela, YB, Yosemite and Zach.

• Earth Day Coalition's Clean Transportation Program is thrilled to bring Clean Cities stakeholder and event sponsor Parker Hannifin and one of their RunWise® Advanced Series Hybrid Drive trucks – a hydraulic hybrid garbage truck to the 23rd Annual EarthFest at the Cleveland Metroparks Zoo. Other vehicles on display in the Clean Transportation exhibit area include: Cleveland Public Power (Nissan Leaf and electric vehicle charging station), First Energy (Chevy Volt), Tesla Motors (All electric roadster), Congregation of Saint Joseph (Honda Civic CNG) Greater Cleveland RTA (Natural Gas "CleanAir" Bus), Great Lakes Brewing Company ("Fatty Wagon), and the Ohio Turnpike Commission (Snow Plow-Tow Plow with advanced vehicle technology). Other exhibitors include: Bike Cleveland, Envirotec Systems (E-Check), NASA-Glenn Research Center, NOACA, Ohio City Bike Cooperative, Ohio Department of Transportation, Ohio Fuel Cell Coalition, and Organicorp. Stop by the Clean Transportation Area Tent for program information; to sign our recommendation to the City of Cleveland to begin licensing hybrid vehicles as taxicabs; join as a Northeast Ohio Clean Cities Stakeholder; or to just say "hi." We are grateful for our area volunteers from Baldwin Wallace's sustainability program and Ace Taxi.

WALK FOR THE EARTH

Kick off EarthFest at 9am in the Hippo Lot with the annual Walk for the Earth. Support Earth Day Coalition's year-round Student Environment Leadership program and take part in a 6-mile walk through Brookside reservation and the Zoo. Along the Way, participants will learn about water quality at Brookside reservation. Registered participants receive FREE admission to EarthFest, are eligible for prizes and are invited to enjoy great food and refreshments in the Walk Reception tent. Participants can pre-register online by April 18th for \$20 or register the day of for \$25. Registration and check in begins at 7am in the Hippo Lot behind the Rain Forest building at Cleveland Metroparks Zoo.

ADMISSION

Regular Zoo admission includes all Zoo exhibits and EarthFest activities. Free Admission for those who:

1. Ride the free-fare, RTA Clean-Air bus from Cleveland Public Square to the Zoo (must request courtesy pass),
2. Ride the following RTA routes with paid fare (must request courtesy pass): #20, #35, #51 or #79 A/B
3. Register to participate in the educational 6 mile "Walk for the Earth"

SUSTAINABILITY PRACTICE AREAS

EarthFest exhibits are organized into sustainability practice areas that cluster exhibitors around specific sustainability topics. Take the Eco-Passport Tour and visit 7 areas to redeem your free energy saving Compact Fluorescent Light bulb courtesy of Technical Consumer Products.

1. NEW Local and Sustainable Food Area (Zoo Welcome Plaza) learn about Northeast Ohio farmers, businesses and organizations supporting the development of a vibrant local food economy in Northeast Ohio. Buying food from local farmers keeps dollars in the local economy, preserves our valuable land, and improves our health.

2. NEW Health & Fitness (African Elephant Crossing) Learn how to strengthen your body and calm your mind through various presentations and demonstrations. Discover ways to connect with nature and recreational water activities.

3.Green Home Improvement Area (Large tent to left of Palava Hut Pavilion): Features a wide array of exhibitors highlighting environmentally beneficial products and practices for the Northeast Ohio homeowner. On display will be everything from renewable energy solar and wind power to organic lawn care to toxic-free household products to green remodeling companies.

4.Environmental Science Area (Zoo Auditorium): North East Ohio Regional Sewer District is front and center with water quality and watershed management. Interactive and fun giveaways for the whole family. You can also view the winners of the Hope & Stanley Adelstein Awards for Excellence in the annual Art, Poetry and Essay contest.

5.Clean Transportation Area (From the Zoo Welcome Plaza to the Vet Clinic): View the latest innovations in personal and fleet transportation. Learn how to reduce petroleum consumption and improve air quality.

7.Community Works Area: Join Earth Day Coalition and other local, regional and national not-for-profit organizations, community organizations, government agency's, parks and schools. Witness the momentum of the environmental movement and learn how to get involved. Some organizations choose to make their plans for the upcoming year public at EarthFest. Meet the leadership behind the new campaigns and educational programs.

8.Family Fun Area (Primate, Cat & Aquatics): Visit Radio Disney and local organizations for hands-on activities and crafts designed to educate the younger audience on various sustainability topics.

11am Welcoming Ceremonies (Savannah Amphitheater)

Schedule of Speakers

Allan Dreyer, *President, Earth Day Coalition*

Steve Taylor, *Director, Cleveland Metroparks Zoo*

Hon. Frank G. Jackson, *Mayor, City of Cleveland*

Hon. Betty Sutton, *U.S Representative Ohio 13th District*

Hon. Dennis J. Kucinich, *U.S Representative Ohio 10th District*

Hon. Brian Cummins, *Councilman, Ward 14*

William D Friedman, *Cleveland-Cuyahoga County Port Authority*

Mardele Cohen, *Northeast Ohio Regional Sewer District*

Shane Terblanche, *Parker Hannifan Corporation*

Jenita McGowan, *Chief of Sustainability, City of Cleveland*

Hip-Hop music by Sirnoc and the "Earth Day Song" with Hoop

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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.