



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:** March 9<sup>th</sup>, 2012

**LOCAL AND SUSTAINABLE FOOD AREA TO TAKE CENTER STAGE AT THIS YEAR'S EARTHFEST**

**Cleveland, Ohio-**

Earth Day Coalition will present the 23<sup>rd</sup> annual EarthFest festival and Walk for the Earth on Sunday, April 22<sup>nd</sup> from 10am-5pm at Cleveland Metroparks Zoo. In partnership with the Sustainable Cleveland 2019 initiative, this year's event will celebrate the "year of local and sustainable food" and will feature a new exhibit area with a hoop house located in the Zoo Welcome Plaza.

The innovative hoop house structure, provided in partnership with local entrepreneurs Tunnel Vision Hoops LLC, will be the site of the festival's expanded local and sustainable food area. After EarthFest, the hoop house will be obtained by the Cuyahoga County Board of Developmental Disabilities as an integral part of their CleveLand Crops education and career training program at their Ohio City Farm location.

While at the festival the 72 by 20 foot hoop house will operate as a model for a fully-functioning urban garden. In addition to displaying extensive local food vendors and demonstrations, Earth Day Coalition also plans to actively inform the public about sustainable farming by highlighting practices such as composting, rain gardens and the use of rain barrels throughout the space.

"Tunnel Vision Hoops looks forward to displaying our ready to build, affordable greenhouse system by partnering with Earth Day Coalition at this year's EarthFest. Our company works to help Northeast Ohio small farmers expand their revenue streams, which hopefully allows them to live less stressful, more productive, and happier lives. We look forward to continuing this effort while providing a solution to vacant land issues throughout the midwest, and empowering urban farmers and backyard gardeners to grow local, sustainable, and healthy food through four seasons of the year," comments Todd Alexander of Tunnel Vision Hoops.

When the hoop house is later moved to CleveLand Crops' Ohio City Farm location it will be their third acquired from Tunnel Vision Hoops. By using the company's houses uniquely designed to be durable through Midwest conditions, CleveLand Crops can employ 25 developmentally disabled citizens year round rather than only seasonally.

"We really like the idea of supporting a local business and working with them as they perfect their design," explains CleveLand Crops Executive Director Rich Hoban. "At the end of the day it's about work. We're here to support the disabled and allow them to be able to do work they enjoy."

EarthFest is Ohio's largest environmental education event and the longest running Earth Day celebration in the nation. EarthFest attracts upwards of 175 exhibitors, over 10,000 attendees and engages the participation of close to 1,000 volunteers. Sustainable practice exhibit areas will include local and sustainable food, green home improvement, clean transportation, environmental science, health and fitness, family activities, non-profit organizations and all day entertainment. Says Scott Sanders, Earth Day Coalition Executive Director Scott Sanders "We are very excited to take the Sustainable Cleveland 2019 celebration year theme of "Local and Sustainable Food" to the public at this year's EarthFest. It is especially exciting to be partnering with Cleveland Crops, Tunnel Vision Hoops and Ohio City Farm to build the green house display for the special local food exhibit area in a project that will bring lasting value to the community."

Businesses and organizations interested in sponsoring or exhibiting at this year's EarthFest should contact Christina at [cyoka@earthdaycoalition.org](mailto:cyoka@earthdaycoalition.org) or call (216) 281-6468 ext. 231.

\*\*\*

*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."*