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**NEWS ADVISORY
FOR IMMEDIATE RELEASE
Thursday, April 7, 2011
To: Environmental News Editors
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EARTHFEST- OHIO'S LARGEST ENVIRONMENTAL EDUCATION EVENT RETURNS TO THE ZOO

Cleveland, Ohio- Earth Day Coalition presents the 22nd annual EarthFest 2011 on Sunday, April 17th, 10am- 5pm at Cleveland Metroparks Zoo. EarthFest is Ohio's largest environmental education event and the longest running Earth Day celebration in the nation. EarthFest will feature over 175 exhibitors working to create sustainable environmental solutions in areas like Energy Efficiency, Clean Transportation, Zero Waste, Green Home Improvement, Health & Fitness and Local & Organic Foods. The theme of this year's EarthFest is Energy Efficiency. Other exhibit and activity areas will feature innovations in the non-profit sector, colleges & universities, environmental science and activities designed exclusively for children.

NEW This Year:

- Energy Efficiency Area: Exhibits and activities in partnership with Mayor Jackson's Sustainable Cleveland 2019 initiative and celebration year of Energy Efficiency
- Health & Fitness Area: Hands-on training in nutrition and personal ecology. Fitness workshops and demonstrations.
- Become an Earth Day Coalition Member: get entered to win great prizes including a ride in an Tesla electric sports car and a new bicycle. Enjoy our VEP (Very Environmental Persons) member hospitality area catered by Nature's Bin
- Drink Local. Drink Tap©: Enjoy refreshing tap water compliments of Lake Erie and Pure Water Technology
- Native Plant Sale: Landscaping your yard with native Ohio plants not only attracts native Ohio wildlife, it reduces your maintenance and water usage
- Chevy Volt and SmartCar on display
- Rain Barrel Workshop
- Vehicle Ride and Drives

The Entertainment: Dignitaries, awards and all day music

11am: Welcoming Ceremonies: Dignitaries, Art Poetry and Essay Contest Awards, Hoop's "Earth Day" song, Synchronic's hip hop "Planet Saver" and Shaw High School VROTC Color Guard

12pm: Twin Engine

1pm: Polo Boiz

2pm: Tracy Marie

3pm: Chris Allen & Friends

4pm: Zach Trio

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 Environmental 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 Park Reservation. Registered participants receive FREE admission to EarthFest, are eligible for great prizes and are invited to enjoy refreshments in the Walk Reception tent. Participants can pre-register online by April 13th for \$20 or register the day of for \$25. Registration and check in begins at 7am in the Hippo Lot at Cleveland Metroparks Zoo.

Admission: Regular zoo admission includes all zoo exhibits and EarthFest activities. Or FREE admission for registered participants of the Walk for the Earth and to those who take the free RTA shuttle from Cleveland Public Square.

For more info, to sponsor or exhibit at EarthFest 2011, please visit www.earthdaycoalition.org or call 216.281.6468.

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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.