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**NEWS ADVISORY**  
**FOR IMMEDIATE RELEASE**  
**Thursday April 14, 2011**  
**To: Environmental News Editors**  
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## **EARTHFEST SUNDAY APRIL 17 • 10AM - 5PM** **CLEVELAND METROPARKS ZOO**

**Cleveland, Ohio-** EarthDay Coalition presents EarthFest 2011 on Sunday, April 17<sup>th</sup> 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 eco-exhibits working to create sustainable solutions in areas like Energy Efficiency, Clean Transportation, Green Home Improvement, Health & Fitness and Local & Organic Foods. Other exhibit and activity areas will feature innovations in the non-profit sector, environmental science, and family-focused fun and education. The theme this year is Energy Efficiency.

### **NEW THIS YEAR**

- Energy Efficiency Area: Exhibits in partnership with Mayor Jackson's Sustainable Cleveland 2019 initiative and the 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 (Welcoming Plaza): Be entered to win great prizes including a ride in a Tesla Electric Sports Car and a new Trek Road Bike. Enjoy our VEP (Very Environmental Persons) member hospitality area catered by Nature's Bin.
- Drink Local. Drink Tap©: Visit a 16' in diameter art sculpture made of water bottles from local Cleveland students
- Native Plant Sale: Landscape your yard with native Ohio plants to attract native Ohio wildlife and reduce maintenance & water usage
- Chevy Volt and Smart Car on display (Welcome Plaza)
- Vehicle Ride & Drives: SmartCar; Honda Odyssey; Toyota Prius, Bicycles (Rhino Lot)

### **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 15th 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 between Public Square and 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 "Walk for the Earth."

### **SUSTAINABILITY PRACTICE AREAS**

EarthFest consists of 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. EarthFest will distribute 10,000 courtesy of our partner, Technical Consumer Products. As a result of this effort, 1.5

million pounds of CO2 will be deferred from entering the atmosphere per year (number based on a 14 kilowatt bulb in use 6 hours per day). The sustainability practice areas include:

1. **NEW Energy Efficiency** (section of large tent near Palava Hut Pavilion): Exhibits that offer practical and easy methods to reduce your energy usage. Be sure to visit the special Sustainable Cleveland 2019 energy efficiency activity area in front of the tent to find learn about “Phantom Electricity Loads”.
2. **NEW Health & Fitness** (on grass near Monkey Island): Learn about strengthening your body and calming your mind through various presentations and demonstrations.
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. NASA Glen Research Center will have a number of tables displaying cutting edge science and technology. You can also view the winners of the Hope & Stanley Adelstein Award for excellence with the Art, Poetry and Essay awards.
5. **Local and Organic Food Area** (Zoo Administration next to Auditorium): Come to EarthFest and learn about Northeast Ohio farmers, businesses and organizations supporting the development of a stronger local food economy for Northeast Ohio. Buying food from local farmers keeps dollars in the local economy, preserves our valuable land, and adds to our health.
6. **Clean Transportation Area** (Zoo Welcome Plaza & Along Walkway by Monkey Island.): View the latest innovations in transportation. NEW this year! Clean Transportation will have 4 main categories of vehicles:
  - High Mileage: vehicles that get 40 highway miles per gallon such as a SmartCar and the Chevy Cruise (manufactured in Youngstown Ohio)
  - Electrified Vehicles: The completely electric Tesla Roadster, a plug-in hybrid Chevy Volt and the OSU Eco-Car (a car engineered by OSU students in a competition sponsored by US Department of Energy and General Motors)
  - Alternative Fuel Vehicles: Honda Civic GX, runs completely on natural gas and is the lowest emission car on the planet!
  - Human Powered Vehicles: The latest in recumbents, cargo bikes and trailers and the ability to test drive
7. **Non Profit Area**: Join Earth Day Coalition and a host of other local, regional, and national not-for-profit organizations to discover more about the momentum of the environmental movement and how to get involved in your passion. EarthFest is where many organizations choose to make their plans for the upcoming year public, so don't miss out on meeting the leaders behind the new campaigns, the new educational programs, and the new research behind environmental awareness and action in the new millennium.
8. **Family Activity Area** (Primate, Cat & Aquatics): Visit Radio Disney and local organizations for hands-on activities and crafts designed to education the younger audience on various sustainability topics.

#### **Welcoming Ceremonies, Entertainment & Activity Areas:**

#### **Party with the Planet Entertainment schedule for Zoo Amphitheater/Savannah Theater**

##### **Welcoming Ceremonies 11:00am:**

Shaw High School Color Guard- National Anthem  
Hoop- “Earth Day Song” with Stella  
Allan Dreyer, President, Earth Day Coalition  
Steve Taylor, Executive Director, Cleveland Metroparks Zoo  
Frank Jackson, Mayor, City of Cleveland  
Stephanie Yeaglin representing Congressman Dennis Kucinich  
Art, Poetry and Essay Awards- Hope and Stanley Adelstein Awards for Excellence  
Sirmoc- “Planet Saver” Hip Hop Song

##### **Party with the Planet Zoo Amphitheater/Savannah Theater:**

12:00 Twin Engine  
1:00 Polo Boiz  
2:00 Out from Under  
3:00 Chris Allen & Friends  
4:00 Zach

**Roving Musical Acts:**

Pat Tamburro on accordion  
Earth Rhythm Drummers (under tent near Monkey Island)  
Wheel of Sky (acoustic folk)

**Entertainment Schedule for Wolf Lodge**

11:00 Stories and Puppets with Janelle Reardon  
12:00 Stories and Puppets with Janelle Reardon  
1:00 Stories and Puppets with Janelle Reardon  
2:00 Fiddle Factory  
3:00 Stories and Puppets  
4:00 Fiddle Factory

**Health & Fitness Demonstration and Speaking Schedule (to the right of Monkey Island):**

10:30 Yoga and Pilate Demo by Fitworks  
11:15 "Connecting to Nature with Mudras", presentation by author and massage therapist Emily Williams  
12:00 "Boost your energy naturally" by Organic Lifestyle Expert & Health Coach, Rebecca Reynolds  
12:30 "Superfood treats for Athletes" presentation & demo by Debbie Moskowitz, owner Cinnamon  
1:00 "Secrets of Long Life" presentation by Dr. Todd Pesek, MD, Great Lakes Health Institute  
1:40 "Strength Conditioning with Kettle Bells" fitness demo by Jim Wallack, Fitness Expert  
2:15 "Clean Green & Healthy" presentation by Rebecca Reynolds, Founder Green Clean  
3:00 "Calming Children with Mudras", presentation by Emily Williams, author

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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.*