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**NEWS ADVISORY  
FOR IMMEDIATE RELEASE  
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To: Environmental News Editors  
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## **EarthFest 2010—40<sup>th</sup> Anniversary of Earth Day Celebration Sunday, April 18 at the Cleveland Metroparks Zoo**

**Cleveland, Ohio-** On Sunday, April 18 at the Cleveland Metroparks Zoo from 10:00 am to 5:00 pm, Earth Day Coalition will present their 21<sup>st</sup> annual *EarthFest* celebration and *Walk or Bike for the Earth*. The event is confirmed as the longest running Earth Day festival in the nation and Ohio's largest environmental education event. This year, EarthFest also coincides with the 40<sup>th</sup> anniversary of the very first Earth Day event in 1970. Cleveland will join London, Mumbai, Sydney, Rio, Tokyo, and a host of other cities around the world in showcasing climate change solutions and making a clear call to action.

Earth Day Coalition's EarthFest 2010 will feature over 175 exhibitors working to create sustainable environmental solutions in areas like Clean Transportation, Renewable Energy, Green Home Improvement, Health and Wellness and Local and Organic Foods. Other exhibit and activity areas will feature innovations in the non-profit sector, environmental science, and family-focused fun and education.

### **What's Up at EarthFest 2010:**

- Unveiling of the new permanent Rain Garden Exhibit in partnership between North East Ohio Regional Sewer District, Cleveland Metroparks Zoo, and Earth Day Coalition.
- Grab a free, reusable Walmart shopping bag.
- Family Fun Area with dozens of hands-on, eco-friendly arts, crafts, and activities for the whole family, including afternoon performances by Radio Disney.
- A dozen alternative fuel vehicles and clean transportation technologies.
- Participate in the Eco Safari and get stamps in the Passport to a Cleaner Environment. Exchange your completed passport for a free energy saving light bulb.
- The latest in Green Home Improvement and Alternative Energy.
- Innovators in the Local and Organic Food movement.
- Live entertainment featuring local, award winning artists: Ecliptic, The Speedbumps, Waterband, and Winslow.
- Join Earth Day Coalition and enter to win a Trek 7000 Hybrid Bike.
- Zoo will be effectively wind-powered for EarthFest 2010.

**Admission:** Regular zoo admission. \$10.00 for adults. \$7.00 for kids 2-11. Under 2 free.

**Free Admission** for those who:

1. Ride the free-fare, RTA Clean-Air bus between Public Square and the zoo, or
2. Register for the educational fundraiser, "Walk or Bike for the Earth."

**Walk or Bike for the Earth:** takes place in the morning of Sunday, April 18, prior to the opening of EarthFest. Registered participants receive free admission to EarthFest 2010 as well as refreshments and light breakfast at the Walk or Bike Reception Tent in the zoo amphitheater.

For those who *Walk for the Earth*, registration and sign-in begins at 7:00 am at the tram stop behind the Zoo's Rainforest Building. From there, participants will embark on a 5-mile nature hike through the Brookside Reservation that will loop back to the zoo. Along the way, participants will learn about the zoo's composting and recycling projects, as well as nature preservation, water testing, and more.

The emphasis for this year's *Bike for the Earth* will be on using bicycles as a commuter option, and bike leaders will provide free safety checks and lessons on commuting via bicycle. Registration and launching points for the Bike for the Earth include:

- Shaker Square - 13201 Shaker Square at Dewey's Coffee Cafe
- Lakewood - 15108 Detroit Avenue at The Root Café
- Downtown - 1300 West 9th Street at Phoenix Coffee
- Canal Visitor Center, 7104 Canal Road at the intersection of Canal and Hillside Roads, in the Cuyahoga Valley National Park.

## **EarthFest Activity Areas:**

### **Party with the Planet Entertainment (Zoo Amphitheater):**

- Welcoming Ceremonies 11:00 AM  
Allan Dreyer, *President, Earth Day Coalition*  
Steve Taylor, *Executive Director, Cleveland Metroparks Zoo*  
Frank Jackson, *Mayor, City of Cleveland*  
Andrew Watterson, *Sustainability Coordinator, City of Cleveland*  
Peter Lawson Jones, *Cuyahoga County Commissioner*  
Amy Zavallo, *US EPA Region 5, Director, Westlake Office*
- Awards  
Student Art, Poetry, and Essay Contest Awards-Hope & Stanley Adelstein "Awards for Excellence" including cash prizes for student winners K-12.

Four award-winning, eco-conscious bands will perform at the Zoo Amphitheater in the afternoon.

#### **Band Schedule:**

- 12:15 – 1:00 -- Ecliptic
- 1:15 – 2:00 -- Winslow
- 2:15 – 3:00 -- The Speedbumps
- 3:15 – 4:00 -- Waterband

In addition, guests will enjoy the talents of Billy Coakley, Quinn Sands, and Jeff Sherman as well as a number of roaming musicians, open drum circles, storytellers, tumbling acts, and much more.

Also – visit the "Drink Local, Drink Tap" tent to learn about *Sustainable Cleveland 2019* water initiatives in our region.

### **Family Activity Area (Primate, Cat & Aquatics):**

The Family Fun Area will be located in the Cat and Primate Building. This year, Radio Disney will provide ongoing entertainment. Family Fun booths will include crafts such as Earth Bracelets, Recycled Instruments, and Recycled Puzzles. Games will include a Recycling Game, Parachute Game, Bean Bag Toss, Face Painting, and more. Families will learn about composting, recycling, spiders, and much more.

### **Entertainment Schedule for Wolf Lodge**

- 11:00 am Storytelling by Miss Jane and Moona
- 12:00 pm Storytelling by Miss Jane and Moona
- 1:00 pm Fiddle Factory
- 2:00 pm Fiddle Factory
- 3:00 pm Storytelling by Miss Jane and Moona
- 4:00 pm Fiddle Factory

All performances start at the top of the hour.

**Environmental Science Area (Zoo Auditorium):**

- North East Ohio Regional Sewer District is front and center with water quality and watershed management interactive displays and fun giveaways for the whole family.
- NASA Renewable Energy/Climate Change Solutions Exhibit, EPA Exhibit, and the Hope & Stanley Adelstein “Excellence in Achievement” Art Poetry & Essay Contest Winner’s also on Display.

**Clean Transportation Area (Zoo Welcome Plaza & Along Walkway by Monkey Island.):**

Light Duty Vehicles:

- **Fuel Cell Fork Lift** presented by Renewable Hydrogen Today
- **B20 CrewZer Pick-up Truck** presented by Ohio Department of Transportation
- **Hybrid Insight** presented by Motorcars in Cleveland Heights
- **Hybrid Prius** presented by Motorcars in Cleveland Heights
- **Plug-in Hybrid Electric Prius** presented by Motorcars in Cleveland Heights & Stratum Technologies
- **CNG Civic** presented by Cleveland Public Power
- **Straight Vegetable Oil Jetta** presented by Tri-C Western Campus Automotive Tech
- **Hybrid Prius** presented by V107.3 FM
- **Hybrid Escape** presented by Cleveland Division of Air Quality
- **Hybrid Fusion** presented by Mike Bass Ford
- **Hybrid Escape** presented by Mike Bass Ford
- **Cargo Bicycles & trailers** presented by the Bike Alliance

Heavy Duty Vehicles:

- **B20 Snow Plow Truck** presented by the Ohio Department of Transportation
- **Clean Diesel Trolley** presented by the Greater Cleveland Regional Transit Authority

**Green Home Improvement Area (Large tent to left of Palava Hut Pavilion):**

The Green Home Improvement Area will feature 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.

**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.

**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. **Don’t miss Tremont Electric, who will debut & demo their nPower® PEG (Personal Energy Generator), that recycles personal kinetic energy to recharge iPods, cellphones and other handheld devices.**

**Additional information can be found at [www.earthdaycoalition.org](http://www.earthdaycoalition.org), or call 216.281.6468.**

*Earth Day Coalition (est.1990) – The mission of the Earth Day Coalition is to provide education, inspire leadership and encourage action for a healthy environment. Earth Day Coalition’s year-round programs include: community pollution prevention and sustainable economic development with the **Neighborhood Action Program**; student leadership development and service learning with the **Student Leadership Program**; reduced dependence on petroleum with the **Clean Transportation Program**; air pollution training and monitoring with the **Clean Air Program**; and **EarthFest**, Ohio’s largest environmental education event and longest running Earth Day celebration in the United States.*