

Media Advisory



FOR IMMEDIATE RELEASE

EARTHFEST 2006 – *Climate Change Solutions*
17th Annual EarthFest Celebration



DATE: Sunday, April 23

TIME: 10 a.m. to 5 p.m.

LOCATION: Cleveland MetroParks Zoo

EVENT: **EarthFest**, the largest Earth Day celebration in Ohio, is an environmental educational event aimed at helping families understand the environmental issues facing northeast Ohio.

The event's more than 135 attractions include: reduced Zoo admission, live local entertainment, hands-on children's activities, tree giveaways and more. The Green Home Improvement area showcases energy-efficient and environmentally sustainable products for the home. EarthFest's local/organic food area offers the best of healthy and sustainable food practices for northeast Ohio.

In addition, Novelis is again sponsoring the **Recycle ... Because You Can!** program. Visitors are encouraged to bring grocery bags of empty aluminum beverage cans to EarthFest. The cans will be recycled with proceeds donated to Greater Cleveland Habitat for Humanity. Last year, more than 15,000 cans were collected. A hybrid aluminum bicycle, donated by Novelis, will also be raffled off during the day.

Pat Persico from Novelis, and Scott Sanders from the Earth Day Coalition are available for interviews before and during the event. Contact Scott Sanders for more information.

CONTACT: Scott Sanders
Earth Day Coalition
ssanders@earthdaycoalition.org
216.281.6468 x228
440.725.6251 cell

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