
For Immediate Release

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Santa Barbara Earth Day Festival 2015 Highlights Announced; Zach Gill & Anuhea to Headline

Climate change theme features kids climate march, "Ride & Drives" at longest running public Green Car Show in the U.S., community activist art project; free bike valet and bike tune-ups

Santa Barbara, CA, April 14, 2015 – The Community Environmental Council (CEC) hosts the 2015 Santa Barbara Earth Day Festival at **Alameda Park on Saturday, April 18** from 11 a.m. to 7 p.m. and **Sunday, April 19** from 11 a.m. to 6 p.m.

CEC's Santa Barbara Earth Day Festival is FREE for attendees. The event includes over 200 exhibitors, a food court, beer and wine garden, main stage, and three mini-stages offering music and demonstrations. Detailed information and stage schedules are available on Thursday, April 16 in the Santa Barbara Independent Festival Guide, or online at www.SBEarthDay.org.

A series of events and activities throughout the festival reflect this year's theme, Stand Up For Climate, encouraging attendees to take action on climate change, including:

Stand Up for Climate Activities:

- **March for Climate** – The **first organized youth march in Santa Barbara Earth Day's history on Sunday, April 19 at 12:30 p.m.** Location: March begins at Kids Stage, ends at Main Stage.
- **Pledge for Climate** – Enter a #SBEarthDay contest by committing to **Drive Less, Choose Electric, Go Solar, Ditch Plastic, or Eat Local** Location: Pledge zone near the Community Environmental Council booth.
- **Art for Climate** – Larger-than-life community activism art piece, engineered by local artist Matt McAvene. Location: near the gazebo in the center of the park.
- **Drive It for Climate** – Head to **Ride & Drive** and take a spin to see how it feels to choose electric. When: 11:00 a.m. - 6:00 p.m. Saturday, 11:00 am to 5:00 p.m. Sunday.
- **Climb It for Climate** – Summit climate change issues at UCSB's 26-foot-tall Adventure Tower. Cost: \$3 kids; \$5 teens/adults. Location: Sports & Rec Zone.
- **Eat for Climate** – Second annual pop up **Earth Day Eat Local Dinner: From Sea and Field to Plate** organized by Cultivate Events on **Saturday, April 18 from 7-9:30 p.m. Tickets: \$100 each.** Location: Between Gazebo and Main Stage. **Purchase in advance** by contacting Kathi King at (805) 963-0583 x108.

“Less than a decade ago, when CEC launched its Fossil Free by ‘33 campaign, a broad grassroots movements around climate change was virtually non-existent,” commented Sigrid Wright, Associate Director of CEC and the festival’s director. “Bill McKibben and his organization 350.org changed the game, taking the awareness that had been sparked by An Inconvenient Truth and giving people concrete ways to act -- individually and collectively. He built a global climate movement that allowed regional organizations like ours to be more effective.”

What to do before the festival:

- Join CEC for the **Opening Night Reception** on Wednesday, April 15 from 6 p.m. to 9 p.m. at Armada Wine & Beer Merchant in Santa Barbara, hosted by Earth Day partners New Noise and WA Event Management, featuring:
 - Musical entertainment from DJ Magento
 - Light appetizers with regional beer & wine – one FREE beer or wine included in ticket price
 Tickets on sale at SBEDayBenefit.nightout.com A portion of all proceeds benefit the Community Environmental Council & Santa Barbara Earth Day.

How to get to the festival:

Festival organizers work closely with the Santa Barbara Bicycle Coalition, MTD bus service, Santa Barbara Car Free, and other partners to inspire attendees to come to the event “car-free.” In addition to free bike valet service and bike tune-ups, organizers are offering incentives for those who leave their car at home:

- **Before the festival.** Save up to 20% when you register at SantaBarbaraCarFree.org* and book your trip at least three days in advance at 1-800-USA-RAIL or Amtrak.com.
- **At the festival.** Arrive car free and head to the Santa Barbara Car Free Check In booth for a **ClifKid Bar reward (while supplies last)** and to register for raffle prizes. Sunday’s Grand Prize is a pair of round-trip tickets for two on the Amtrak Coast Starlight, including roomette accommodations, from Santa Barbara to Portland or Seattle.

What to do at CEC’s Earth Day Festival:

In addition to the core climate activities listed above, other highlights include:

- **Environmental Hero Award:**
 - CEC presented environmental activist and 350.org founder Bill McKibben the 2015 Environmental Hero Award early this month at his home in Vermont.
 - Past Environmental Hero Award recipients include science educator Bill Nye, actress Daryl Hannah, director James Cameron, and Tesla Motors CEO Elon Musk.
- **Earth Day Main Stage:** New Noise Music Foundation presents an all-star line up of talent. Stage schedule online at www.sbearthday.org/schedule and in the

Earth Day Festival Guide (published in the Santa Barbara Independent on Thursday, April 16).

- **Zach Gill (of ALO) & Friends headlines Saturday & Anuheha headlines Sunday**
- **3 Mini-Stages**
 - **Roots Stage** features presentations on fermentation, living plant walls, sustainable cocktails, raw cuisine, and more.
 - **Kids Stage** offers interactive Earth song and dance, games, and environmental education.
 - **Sports & Rec Stage** provides ample opportunity to get the body moving through yoga, zumba, martial arts, surf demos, and more.
- **Bike Valet.** Location: near the corner of Anacapa and Micheltorena. Bicyclists have care-free parking thanks to a large, secured, FREE BIKE VALET and mobile repair shop hosted by the Santa Barbara Bicycle Coalition and sponsored by Citrix.
- **Public Square:** Location: on the west side of the park, along Anacapa Street. Community members can learn from local conservation organizations and connect with state, county, and city legislative leaders as they host public office hours at the **Elected Officials Booth.**
- **Sports & Recreation.** Location: on the west side of the park, near the corner of Anacapa and Sola. Eco-conscious sporting & outdoor companies show Earth Day-goers how to enjoy nature in the greenest way possible.
- **Eco Marketplace.** Location: on the west side of the park, along Santa Barbara Street. Climate-friendly solutions for everyday home, fashion, and health await green consumers.
- **Santa Barbara Green Car Show featuring the electric, hydrogen, and hybrid car Ride and Drive and Owner's Corner.** Location: on Santa Barbara Street, between Sola and Micheltorena Streets. This is the largest annual free-to-the-public showcase of battery electric, hydrogen, and other alt-fuel automobiles on the West Coast, and is the longest-running public Green Car Show in the United States. Highlights include:
 - **Owner's Corner** for talking with those who own a cleaner-fuel car, including a Nissan Leaf, Chevy Volt, Ford C-Max, Fiat 500e, BMW i3, and more.
 - **A Solar Carport** demonstrating how some residents are generating solar electricity and driving on sunshine.
- **Live Green:** Location: on the east side of the park along Santa Barbara Street. Climate awareness extends to reducing the carbon footprint of our homes, and the companies here know just how to help. Highlights include:
 - **Eco-warrior gallery walk**— a collection of 30 photographs taken by Isaac Hernandez of people who are walking the walk of conservation efforts,

and helping others do the same

- **Kids Corner:** Location: on the east side of the park, near Sola Street. Kids revel in this eco-education extravaganza organized by LearningDen Preschool and SproutUp, including two days of activities on a mini-stage (see www.sbearthday.org for a full schedule).
- **Earth Day Family Passport:** Climate education is a family affair with eight fun, hands-on activities throughout the park. Parents can **pick up the passport at the Santa Barbara Car Free Check In** (across from Bike Valet near Anacapa & Micheltorena). When all 8 are stamped, the passport can be turned in at the Sprout Up booth in Kids Corner for a chance to win an eco-tastic family prize.
- Paul Relis, founding director of CEC, announces his his new book, *Out of the Wasteland: Stories from the Environmental Frontier* with a reading and book signing. When: Sunday, April 19 at 2:30. Location: CEC Booth.
- A **Tiny House** will be on display, with documentation of the building process. This project is aimed at educating people about options, technologies, and methodologies that exist to build a tiny house, which is one way to reduce the carbon footprint of our housing.
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Food and drink:

- **Food Court.** Location: on the east side of the park, along Sola Street. Earth Day's sustainable food court became even greener in 2015; every vendor committed to sourcing at least 50% of their Earth Day offerings from local sources.
- **Beer & Wine Garden.** Location: near the Main Stage. Enjoy delicious, cold beer from Firestone Walker Brewery and local wines from Gainey Vineyard, Pali Wine Co., and Fess Parker Winery. Select items will be served in the gazebo as well. **Reusable steel pints from Community Environmental Council** will be available for purchase to reduce plastic cup usage.

Santa Barbara Earth Day History:

In the wake of the devastating 1969 oil spill off Santa Barbara's shores, a group of local concerned citizens began talking about a different way of looking at environmental systems. Over the next few years, around the country the environmental movement was born – including the Community Environmental Council, which was incorporated in the spring of 1970. During that time, Senator Gaylord Nelson visited Santa Barbara to view the damage from the oil spill. When he returned to Washington, D.C., he introduced a bill designating April 22 as a national day to celebrate the earth. In CEC's first act as a newly established non-profit, it hosted one of the first Earth Day celebrations in the U.S. in 1970.

About the Community Environmental Council

Since 1970, the Community Environmental Council (CEC) has led the Santa Barbara region – and at times California and the nation – in creative solutions to some of the toughest environmental problems. Today CEC is focused on the climate, encouraging global change through local action with five initiatives: Drive Less, Choose Electric, Go Solar, Ditch Plastic, and Eat Local.

Santa Barbara Earth Day Partners:

This year, CEC is partnering with **LoaTree, New Noise Music Foundation, Oniracom, WA Event Management, Sprout Up, Learningden Preschool, Santa Barbara Bicycle Coalition, and Cultivate Events** to produce the festival. Cox Communications is the lead sponsor. Major Media Sponsors are KJEE, KTYD, KLITE, the Independent and the Sentinel. Other Media Sponsors include ParentClick, TVSB, KKFX, KEYT and Noozhawk. Major sponsors are MarBorg Industries, Allen Construction, Amtrak, Santa Barbara Nissan, the Santa Ynez Band of Chumash Indians, Firestone Walker Brewing Company featuring 805 Beer, New West Catering, and Classic Party Rentals. Other significant sponsors include the City of Santa Barbara, Verizon, Toyota Drive Center, Santa Barbara Auto Group, Lucidity, Eco Lawn, Laz Carp Events, and Buttonwood Farm Winery & Vineyard.

For more information on CEC:

- Find CEC on the web at cecsb.org
- Like CEC on Facebook at facebook.com/cecsb
- Follow CEC on Twitter [@CECSB](https://twitter.com/CECSB) and on Instagram [@CEC_SB](https://www.instagram.com/CEC_SB)
- Call CEC at 805-963-0583 ext. 100

For up-to-the-minute information on Santa Barbara Earth Day:

- Find Earth Day on the web at SBEarthDay.org
- Like “Santa Barbara Earth Day” on Facebook, facebook.com/sbearthday
- Follow the event on Twitter [@SBEarthday](https://twitter.com/SBEarthday) and on Instagram [@SB_EarthDay](https://www.instagram.com/SB_EarthDay)
- Call CEC at 805-963-0583 ext. 100

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