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Santa Barbara Earth Day Festival 2016 Highlights Announced; Zach Gill Returns as Sunday Headliner

***One World, One Climate* theme encourages individual climate action, and features kids climate march, “Ride & Drives” at Green Car Show, voter registration, hydration stations to help attendees ditch plastic, free bike valet and free bike tune-ups**

Santa Barbara, CA, April 4, 2016 – The Community Environmental Council (CEC) hosts the 2016 Santa Barbara Earth Day Festival at **Alameda Park on Saturday, April 16 from 11 a.m. to 7 p.m.** and **Sunday, April 17 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 sustainable food court, local beer and wine garden, main stage, and two mini-stages offering music and demonstrations. Detailed information and stage schedules are available online at www.SBEarthDay.org or in the Santa Barbara Independent Earth Day Festival Guide published on Thursday, April 14.

A series of events and activities throughout the festival reflect this year’s theme – One World, One Climate – encouraging attendees to come together as individuals and communities to take steps to combat climate change, including:

One Step for Climate Activities:

- **One March** – Musician Zach Gill and 7-foot-tall environmental advocate Snook the Eco-Sloth, will lead the **KIDS MONARCH MARCH** to activate kids and families in the fight against climate change. At the end, speakers will engage the crowd in taking steps for the climate. Anytime before the march, participants can go to the Explore Ecology booth to make signs and the Learningden Preschool booth to make butterfly wings. Location: March begins at Main Stage, ends at Kids Stage; make signs and butterfly wings any time before at Kids Corner. When: Sunday, April 17 at 2:10 p.m.
- **One Dollar** – Contribute to the year-round work CEC does to combat climate change by donating \$1 or more. Need an added incentive? All contributions will be matched (up to \$10,000) and you can enter to win great prizes from



exhibitors around the festival; see them on display and enter raffle tickets at the CEC Booth. Location: CEC Booth near the Gazebo on the west side of the festival, OR make a contribution directly to one of the **Earth Monarchs** in butterfly wings throughout the park.

- **One Vote** – Take a huge step in fighting climate change: speak up. Register to vote, talk with representatives at the **Elected Officials Booth**, and learn about climate-friendly candidates and legislation, like California's plastic bag ban, on the November 2016 ballot. Location: Public Square at Elected Officials Booth; **Congresswoman Lois Capps Environmental Hero Award acceptance speech on Main Stage, Saturday, April 16 at 2:00 p.m.**
- **One Art** – Participants can make their mark on community art pieces depicting this year's Earth Day symbol, the Monarch butterfly, stationed in locations throughout the park. Location: near the gazebo in the center of the park.
- **One Drive** – The Green Car Show has a wide host of clean fuel cars to check out. At **Ride & Drive** take a spin in the 2016 Toyota Mirai, a hydrogen fuel-cell electric vehicle that won World Green Car of the Year, along with the Nissan Leaf, and more. Location: Santa Barbara and Micheltorena at top of Green Car Show. **When: Saturday, April 16 11:00 a.m.-6:00 p.m. and Sunday, April 17 11:00 a.m.-5:00 p.m.**
- **One Element** – Hear about Santa Barbara's first hydrogen fueling station from experts at the California Fuel Cell Partnership, Central Coast Clean Cities Coalition, and Community Environmental Council. The talk will conclude with a tour of the latest hydrogen fuel cell electric vehicles at the Green Car Show. Location: CEC Booth on west side of festival near Gazebo. **When: Saturday, April 16 3:30 p.m.- 4:00 p.m.**
- **One Microbiome** – Presented by Santa Barbara Fermentation Festival, two **Kraut Mobs** will engage attendees in making sauerkraut and learning the importance of taking care of the human microbiome (gut) and the Earth's microbiome (soil) via beneficial bacteria, organic farming, and eliminating pesticides. Location: Roots Stage at corner of Sola and Santa Barbara. **When: Saturday, April 16 and Sunday, April 17 at 2:00 p.m.**
- **One Climb** – Help CEC climb to the summit of combatting climate change at the UCSB ADVENTURE TOWER. Just \$5 per climb, and all proceeds support CEC's year-round work to protect our one world. **Cost: \$5 per climb.** Location: Sports & Rec Zone.
- **One Photo** – Capture your commitment to take ONE STEP after Earth Day in our photo booth. Or, Snapchat anywhere in the park and swipe left to add Santa Barbara Earth Day's geofilter. Location: CEC Booth near Gazebo on



west side of festival for photobooth; anywhere at Alameda Park for Snapchat geotag.

Commenting on the underlying festival focus of raising awareness, CEC's CEO/Executive Director Sigrid Wright stated, "We hope Earth Day attendees walk away from this year's festival and embrace the practical changes they can make by voting to support environmentally sound legislation, like the plastic bag ban in California, and by choosing to eliminate single-use plastic from their lives."

Turning to the broader issue of climate change, she continued, "As CEC's work has shown time and again over the past 46 years, working together we can create positive solutions for our community, and these can translate into national, and international, change. If we are going to avoid the worst effects of climate change and keep global temperatures from rising more than two degrees – the level at which most scientists agree will allow us to avoid catastrophic droughts, floods, and population displacement – then we all have to act together on this." The festival takes place just a few days before the United Nations meeting in Washington D.C., where countries from around the world are expected to convene and sign their commitment to combat climate change.

What to do before the festival:

- Join CEC for an evening of art and climate discussion at **Curated Cocktails: Earth** on **Thursday, April 7 from 6 p.m. to 9 p.m.** at the Museum of Contemporary Art Santa Barbara, featuring:
 - \$5 sustainable cocktails created by Outpost at the Goodland's resident mixologist Chris Burmeiste and music by DJ Blasko
 - themed Art Lab activities and free access to the Beyond 2° exhibit
 - **"One Earth. One Climate."** Discussion about real life solutions in areas with the biggest impact on climate change (energy, transportation, and food systems). Led by CEC CEO/Executive Director Sigrid Wright, **starting at 6 p.m.**

How to get to the festival:

Festival organizers work closely with the Santa Barbara Bicycle Coalition, MTD bus service, [Santa Barbara Car Free](http://SantaBarbaraCarFree.org), and other partners to inspire attendees to arrive car free. In addition to free bike valet service and tune-ups from SBBike, 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 **fun One World sticker** 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 will present two Environmental Hero Awards in 2016:
Congresswoman Lois Capps will accept her award on the Main Stage on Saturday, April 16 beginning at 2:05 p.m. and **plastic-free advocate 5 Gyres**, represented by co-founder Marcus Eriksen, will accept their award directly afterward. A VIP reception will follow.
 - Past Environmental Hero Award recipients include 350.org founder Bill McKibben, 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 14). Location: On west side of the park near Micheltorena
 - **Mystic Braves headline Saturday**
 - **Zach Gill (of ALO and Jack Johnson's band) headlines Sunday**
- **2 Mini-Stages**
 - **Roots Stage**, sponsored by SoDelicious Dairy Free, features presentations on spirulina farming, chefs who source local, heirloom grains, fermentation, Patricia Bragg from Bragg Health Institute, and more. Location: Homegrown Roots
 - **Kids Stage** offering expanded programming (thanks to support from Santa Barbara Bowl Foundation) Mariachi Las Olas, Son Jarocho band Colectivo de Sones, and a new production by Zach Gill: the Nautical, Tropical, Semi Astronomical Earth Day Adventure, as well as youth performances, environmental storytime, and Mayor Helene Schneider presenting awards to students and teachers for Explore Ecology's Flows to the Ocean program. Location: Kids Corner
- **Bike Valet.** Bicyclists have car-free parking thanks to a large, secured, FREE BIKE VALET and mobile repair shop hosted by the Santa Barbara Bicycle Coalition. Location: on west side of the park, near the corner of Anacapa and Micheltorena.
- **Santa Barbara Green Car Show featuring a Ride and Drive and an Owners Corner.** This is the largest annual free-to-the-public showcase of battery electric, hydrogen, hybrid and other alt-fuel automobiles on the West Coast, and is the longest-running public Green Car Show in the United States. Location: on Santa Barbara Street, between Sola and Micheltorena Streets. Highlights include:
 - **Ride and Drive** of current plug-in and hybrid vehicles, including 2016 Toyota Fuel-Cell Mirai.



- **Owners Circle** for talking with those who own a cleaner-fuel car, including a three models of Tesla: Roadster, Model S, and new Model X.
- A **Solar Carport** demonstrating how some residents are generating solar electricity to power their vehicles with sunshine.
- **Public Square.** Community members can connect with organizations laying earth-friendly groundwork, register to vote for the 2016 election, learn about climate friendly candidates and legislation – like the California plastic bag ban – and connect with state, county, and city legislative leaders as they host public office hours at the **Elected Officials Booth**. Location: on west side of the park, along Anacapa Street.
- **Homegrown Roots.** Find locally-produced artisanal food and drink, and learn about the local food system from those who work hard to cultivate it, including farmers, beekeepers, and organizations dedicated to making food accessible to everyone in our community. Location: on west side of the park, next to Santa Barbara and Sola.
- **Sports & Recreation.** Interactive classes and eco-conscious sporting & outdoor companies show Earth Day-goers how to enjoy nature in the greenest way possible. Location: on east side of the park, along Santa Barbara and Micheltorena.
- **Eco Village.** Climate-friendly solutions for everyday home, fashion, and health await green consumers, along with options for greening your home from solar to landscaping. Location: on west side of the park, along Santa Barbara Street.
- **Kids Corner.** Kids revel in this eco-education extravaganza with art, gardening, and face painting. Also there is a One World Archway from SBHS Theater Department and VADA, storytime with Snook the EcoSloth, and fun environmental education activities with Foundation for Santa Barbara City College Foundation and many others. Sponsored by LearningDen Preschool, Explore Ecology, Snook the EcoSloth, and SproutUp. Location: on east side of the park, near Sola Street.
- **Earth Day Family Passport.** Eight fun, hands-on activities throughout the park engage the whole family in ways to protect the climate. When all 8 are stamped, turn passport in at the last stop and be entered to win summer camp registration from Explore Ecology, Girls Rock SB, Santa Barbara Sailing Center, or Young Writers Camp at UCSB. Location: Pick up passport at the Santa Barbara Car Free Check In (across from Bike Valet near Anacapa & Micheltorena). Turn in at Explore Ecology booth in Kids Corner.
- **Dog Zone.** If you're bringing a four-legged friend along, two Dog Zones have water and compostable bags, sponsored by Central Coast Canine and Heal the Ocean. Advanced Veterinary Specialists is on site for emergency dog



care. Location: Sports & Rec on west side of festival near Climbing Tower; Eco Village near corner of Sola and Anacapa.

- **Volunteering.** Each year 300 volunteers come together to help make the festival run, assisting with kids activities, attendee counts, photography, stage needs and more. Your three hour shift earns you a free Santa Barbara Earth Day Festival t-shirt, lunch, and new eco-conscious friends. Groups, individuals, and high school students in need of volunteer hours are all welcome to join. Volunteer today at SBEarthDay.org/volunteer.

Food and drink:

- **Sustainable Food Court.** Earth Day's food court strives to be greener each year; whether it's Neopolitan-style sourdough pizzas, wood-fired empanadas, or farmer's market ice cream, every vendor has committed to sourcing at least 50% of Earth Day offerings from local farmers, ranchers, and fishermen. All service ware is compostable, and no plastic water bottles are being sold – **so bring your reusable bottle to fill up at locations throughout park.** While you're dining, enjoy the sounds of DJ Sparx and friends, a collaboration of local DJ's mixing planetary sounds and beats. Location: on the east side of the park, along Sola Street.
- **Local Beer & Wine Garden.** Enjoy delicious, cold beer from Firestone Walker Brewery and local wines like Pali Wine Co., KickOn, Summerland Winery, and more. 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—\$12 for a cup and a beer. Location: near the Main Stage.

Santa Barbara Earth Day Partners:

This year, **host group the Community Environmental Council** 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. Major media sponsors are KCRW, KJEE, KEYT, KKFX, the Independent, KTYD, KLITE, the Sentinel, and TVSB. Major sponsors are MarBorg Industries, City of Santa Barbara, So Delicious Dairy Free, Amtrak, Armand Hammer Foundation, Mesa Lane Partners, Firestone Walker Brewing Company featuring 805 Beer, Mother Dirt, and the Santa Ynez Band of Chumash Indians. Other significant sponsors include the Foundation for Santa Barbara City College, Advanced Veterinary Specialists, Go Spiral Farms, Central Coast Clean Cities Coalition, Santa Barbara Bowl Foundation, Santa Barbara Nissan, Toyota Lucidity, the Air Pollution Control District, Cox Communications, Klean Kanteen and Classic Party Rentals.

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. CEC has held a celebration every year since.

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://instagram.com/SB_EarthDay)
- Call CEC at 805-963-0583 ext. 100

About the Community Environmental Council

About Community Environmental Council's Santa Barbara Earth Day Festival
Since 1970, CEC has been at the forefront of the environmental movement, leading the Santa Barbara region – and at times California and the nation – in creatively solving some of the toughest environmental problems. Today, CEC pioneers real life solutions in areas with the biggest impact on climate change – most notably energy, transportation and food systems.

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://instagram.com/CEC_SB)
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