Earth Day Festival 2015 Announced by Community Environmental Council

*In celebration of its 45*th* anniversary, CEC encourages participants to Stand Up for the Climate by participating in 5 core initiatives: Drive Less, Go Solar, Choose Electric, Ditch Plastic, and Eat Local*

Feb 18, 2015, Santa Barbara, CA – The Community Environmental Council (CEC) will host its 2015 Earth Day Festival at Alameda Park Saturday, April 18 from 11 a.m. to 7 p.m. and Sunday, April 19 from 11 a.m. to 6 p.m.

The 2015 festival – which is free to attend – is themed “Stand Up for the Climate,” relaying the critical need for us all to take grassroots action, including those in CEC’s five core issue areas: “drive less,” “go solar,” “choose electric,” “ditch plastic,” and “eat local.”

In the days leading up to the festival, CEC and its partners will host a series of Earth Month events, including the annual Earth Day Green Drinks hosted by LoaTree on March 17. Details for Earth Month events will be announced in upcoming weeks.

**Festival highlights will include:**

- The second year of CEC’s Earth Day Eat Local Dinner—a limited-seating pop-up feast in the heart of the park on Saturday, April 18 organized by Cultivate Events. This year’s theme is From Sea and Field to Plate, featuring a sustainable seafood menu prepared by Jeff Olsson, Executive Chef and owner of New West Catering and Industrial Eats, and accompanied by Buttonwood Farm wines.
- A Public Square that offers the opportunity to speak one-on-one with public officials.
- A free Bike Valet, with complementary bike tune-ups and secure all-day parking. (Over 1,000 bikes were valeted and another 1,000 self-parked in 2014).
- The annual Green Car Show – featuring the largest collection of efficient and alternative fueled vehicles between Los Angeles and San Francisco and the longest-running show of its kind in the country. In addition, festival-goers can get a first-hand feel for the latest electric vehicles and hybrids by participating in the free Ride & Drive experience.
- A Homegrown Roots zone that connects attendees with local farmers, food and beverage artisans, and organizations working to promote sustainable food in the Central Coast.
• Two full days of music on the Main Stage, organized by New Noise Media Group, as well as music and speakers on three mini stages.
• A tasty assortment of local, sustainable, and organic menus at the Food Court.
• A Beer & Wine Garden, located in the middle of the festival next to the Main Stage, with beer on tap from Firestone Brewery and local wines.
• A Kids Corner organized by LearningDen Preschool and Sprout Up, with arts & crafts, musical performances, storytelling, face painting, and eco-activities, along with a Family Passport that lists all kid-friendly activities throughout the park.
• A Sports and Recreation zone where attendees can take part in fitness activities and discover regional businesses advocating healthy, eco-friendly lifestyles.
• Celebrity appearances. Recent festivals have included stage appearances by activist Van Jones, scientist and TV host Bill Nye, Director James Cameron, actress Daryl Hannah, and Tesla Motors CEO Elon Musk – all of whom were awarded the annual Environmental Hero Award.

Now celebrating its 45th year, the community-organized festival is one of the longest-running and consistently held Earth Day celebrations in the country – and is believed to be one of the largest Earth Day festivals on the West Coast. Santa Barbara’s environmental reputation attracts national media, celebrity attention, and local crowds; the 2014 festival drew over 37,000 visitors. The Community Environmental Council has hosted and organized the event since its beginning in 1970.

“After 45 years, Earth Day continues to attract an ever-increasing number of people who are looking to connect with their community, share stories, and learn about protecting the planet,” said Sigrid Wright, Associate Director of CEC and the festival’s director. “With the urgency of climate change, this year’s festival theme of ‘Stand Up’ reminds us that we must each take personal action on behalf of the environment.”

Widely acknowledged as the birthplace of Earth Day, Santa Barbara’s involvement began with the devastating 1969 oil spill off its coast. This led a local group of concerned citizens to begin discussing a different way of looking at environmental systems. Over the next few years, the environmental movement was born across the country – including CEC. In the spring of 1970, CEC incorporated and, in its initial act as a new non-profit, hosted Santa Barbara’s Earth Day, one of the first celebrations of its kind in the country. During that time, Senator Gaylord Nelson visited Santa Barbara to view the oil spill damage. When he returned to Washington, D.C., he introduced a bill designating April 22 as a national day to celebrate the earth.

CEC is partnering with LoaTree, New Noise Media Group, Oniracom, and WA Events to produce the festival. Exhibitor registration is available at www.SBEarthDay.org. Keep current by following Santa Barbara Earth Day on Facebook and Twitter. For more information about Earth Day: go to www.SBEarthDay.org, email info@cecmail.org or call 805-963-0583 ext. 112.

About the Community Environmental Council (CEC)
Since 1970, 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 reducing the use of resources such as fossil fuels. Find CEC on the web at www.cecsb.org and on Facebook and Twitter.