



EarthDayMarin.org | Info@EarthDayMarin.org | 415.450.0110

Earth Day Marin is a nonprofit sponsored project of MarinLink. Donations are tax-deductible to the extent allowed by law. Sponsorship Director
Nina Carlin

Social Media Manager
Alejandro Moreno

Advisors

Steve Bajor
(Pacific Expositions)

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(Families for Clean Air)

Sandra Hanns (One World, One Voice, iGreenTV)

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For Immediate Release

Larkspur, CA – Known for two past festivals which drew over 5,000 attendees, Earth Day Marin announced a new approach for the 2013 event. **The Earth Day Marin 2013 Festival and Day of Action on Climate Change Solutions** is scheduled for Sunday, April 21st from 11-5pm at Redwood High School at 395 Doherty Drive in Larkspur. **“After watching the devastation of Hurricane Sandy, we all know something needs to be done about climate change. Earth Day Marin will offer a truly fun day including inspiring speakers, comedy, music, and hands-on activities for all ages in combination with a day of action that makes it easy to learn about, and join in with, effective solutions.”** said Earth Day Marin’s Director Hannah Doress.

Earth Day Marin will host high quality organizations that, in addition to educational exhibits, will also present actions. Earth Day Marin will provide free raffle tickets that will be given to each attendee, each time they take an action. There will be a wide variety of prizes from local businesses including Cowgirl Creamery, Equator Coffee and Green Toys, Inc. The grand prize will be a 2 night stay at Hale Akua Eco-resort on Maui!

Some examples of actions people can take during the day include:

- Biking, skateboarding, walking, taking public transit or carpooling to Earth Day Marin. Many will gather for a festive group ride at 10am at The Bicycle Works in San Anselmo, to be led by Mountain Bike Hall of Famer Jacquie Phelan, Zero Waste advocate Renee Goddard and Bicycle Works co-founder Jelani Bertoni.
- Doubling the percentage of renewable energy used per household by signing up for 100% renewable Deep Green energy from MCE. MCE’s 50% renewable energy is the default service for Marin.
- Joining a Resilient Neighborhoods Eco-Team: participants will form neighborhood groups in which each household goes on a low carbon diet to lose 5,000+ “unsightly” lbs of CO2 and plans to assist each other in case of natural or man-made disaster. Resilient Neighborhoods has helped participants shed an astonishing 1,298,849 lbs. of CO2 - and counting!
- Bookmarking Marin Transit’s Real-Time Transit Guide.
- There will be opportunities to write to decision-makers.
- Diverting waste from landfill to recycling and compost/yard waste and learning about reusing and conserving resources.
- There will be many ways to retrofit or make changes at home or institutionally to reduce one’s carbon footprint and to learn about about businesses and services with low carbon footprints.
- Attendees can take pledges, volunteer, donate and otherwise support climate change solutions.
- Bring an acoustic string instrument for the carbon-free jam during the event.

Some well-known talent will be part of the day including Canada’s **international award-winning photographer Garth Lenz**. Lenz has spoken at TEDx, has won numerous international prizes including a 1st Prize in the International Photography Competition, has been featured in TIME Magazine, and the New York Times. His touring

exhibition “The True Cost of Oil” has touched people around the world with it’s stunning

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and evocative portraits of impacted places. His images of Alberta, Canada’s Tar Sands and arboreal region were awarded first place in Social Documentary Net’s “Searching for a 21st Century Landscape” contest and he has been recognized with many other awards. Lenz will participate in a public interview and show some of his photos.

Nationally-known eco-savvy comedian Swami Beyondananda will also appear. Beyondananda aka Steve Bhaerman has been called “the Mark Twain of our Generation” by Marianne Williamson and is “the only guru to channel Bullwinkle, Elvis and Dylan, all at the same time”. The Eco-savvy Bhaerman coauthored *Spontaneous Evolution: Our Positive Future and a Way to Get There From Here* with cellular biologist Bruce Lipton.

Additional speakers and performers include

- Supervisor Kate Sears
- California Physicians for Social Responsibility cofounder, and Climate Reality Project and Citizen’s Climate Lobby leader Peter Joseph,
- Highly influential climate change thought leader Peter Barnes, author of *Climate Solutions: A Citizen's Guide*. (Chelsea Green Publishing, 2008) and *Who Owns the Sky?: Our Common Assets And The Future Of Capitalism*. (Island Press, 2003). He founded The Mesa Refuge writers retreat in Point Reyes Station and was a cofounder of Working Assets Money Fund and a past President of Working Assets Long Distance (now Credo Mobile).
- San Rafael City Councilor and Chair of the Marin Energy Authority, Damon Connolly,
- David Escobar, Green Latino leader, aide to Supervisor Steve Kinsey and cofounder of Viviendo Verde Ya with VVY member and award-winning DREAM act activist Betsy Bueno and VVY co-founder Erwin Magallan.
- Tamra Peters, founder of Resilient Neighborhoods and Board member of Sustainable Marin
- Chief Executive Officer/Air Pollution Control Officer, for the Bay Area Air Quality Management District (Air District) Jack Broadbent speaking about black carbon
- Lori Grace of Corte Madera’s Sunrise Center speaking about fracking in the bay area.
- Earth Day Marin favorite and Mill Valley’s musical rising star Matt Jaffe
- Spark & Whisper featuring Anita Sandwina (vocals, guitar, mandolin) and Velvy Appleton (vocals, acoustic/electric/slide guitars)– called “a serious force in modern folk” by Paul Liberatore of the *Marin Independent Journal*. In addition to their performance, Velvy Appelton will lead carbon free music and singing at 11:30am.
- Multitalented musician Dore Collier (CRB, Savannah Blue, Rowan Brothers, Jerry Garcia, Yaddogs, Youngbloods) & friends will lead a carbon free acoustic jam at 3pm.
- Rising hip hop artist Sol Doc has performed with Norrisman, SAGE, Mi Gaan and Junior Reid, and at the 19 Broadway Fairfax Festival after party, San Geronimo Music Festival and the Far West Fest.
- 17 year old Mill Valley native Matt Jaffe writes original music that has won "Best Original Song" awards at recent West Coast Songwriter competitions. He performs regularly in venues such as the Great American Music Hall in San Francisco, the Bitter End in New York City and the Coffee Gallery Backstage in Los Angeles and has opened for artists such as Tommy Castro and Graham Parker & the Rumor. Ex-Talking Heads guitarist/keyboardist Jerry Harrison will produce Jaffe's debut album.
- KWMR Hosts Robin Carpenter (Food and Farming Report) and Solange Echeverria (Barrio Vibes)

Students will have a leading role in the event – **Redwood High School’s Environmental Action Club** is a sponsor of the event and will have a role in promotion and production working with Redwood teacher **Joe Stewart**. 7th and 8th grade students from **Mill Valley’s Greenwood School** plan a carnival within the festival for kids called **Sea Party**, working with teacher **Julie Hanft**, who is also known for her work with Marin Open Garden Project and GreenPlay Sustainable Summer Camp. It will include student-led interactive games and activities relating to coastal and watershed creatures like whales, sharks, otters, salmon, birds and more. **The Environmental Action Club of College of Marin** and **Joe Mueller’s Environmental Biology 138** will provide support in outreach, hands-on education and quantifying event goals and outcomes related to carbon diversion and other actions taken during the day.

Earth Day Marin has partnered with the **Marin Independent Journal to co present an Earth Day Haiku Challenge**. The Marin Independent Journal will print a number of submissions and 3 top winners who submit on the theme of climate change will be invited to read their haiku live at Earth Day Marin.

Earth Day Marin is supported by private donors, sponsors and inkind partners including MCE, Marin Transit, Sunrise Center, Citizen's Climate Lobby, Good Green Moving, LilyPad SGS – Small Green Spaces, Resilient Neighborhoods, Marin Sanitary Service, Conservation Corps North Bay, Zero Waste Marin, Bay Area Air Quality District/Spare the Air, The Pacific Sun, Marin County Bicycle Coalition, United Parcel Service, Central Marin Sanitation Agency, Las Gallinas Valley Sanitation District, Novato Sanitation District, Sewerage Agency of Southern Marin, Sausalito-Marín City Sanitation District, Sanitary District No. 5 – Tiburon and Belvedere, Marin Independent Journal, Bradley Real Estate, Marin Municipal Water District, ALLY Electric and Solar, In Defense of Animals, Viviendo Verde Ya, Families for Clean Air, Stagehand Systems, GREENUP LEARNING, Gathering Thyme, Living Tree Community Foods, Curious Jane Camp, A1 Sun Inc., The Bicycle Works, Mayacamas Mountain Spring Water, Local Music Vibe, Advanced Home Energy, WACCOBB.net, Rich Frye Photography, Mill Valley Services, Urban Bird Design and On the One Merch.

Earth Day Marin is a Zero Waste event thanks to the major sponsorship of Marin Sanitary Service, Conservation Corps North Bay and Zero Waste Marin. Funding to support this effort also comes from CalRecycle and the County of Marin JPA Zero Waste Grant.

Good Earth Natural Foods is the 2013 T-shirt Sponsor.

Earth Day Marin's host committee includes Haideh Sobhi, Holly and Larry Bragman, Peter Joseph, Rachel Ginis, Susan Goldsborough, members of Citizen's Climate Lobby, E. Ilana Trumble, Lac, Jonathan Cook, Susan Arati, Rich Frye, Alia Stenback, Barbara Monty, Marnie Glickman, David Curtis and Stacie Saraswati, Wayne and Kathleen Stranton, Amber Merino, Fiona Gillan, Belynda Webb Marks, Monica Bonny and Meegan lee Ochs among others. Earth Day Marin advisors include Steve Bajor, Susan Goldsborough, Sandra Hanns, Shawn Marshall, David Martin, Kim Noble, Mary Olsen, Richard Pedemonte, Dede Piankova, Sandy Wallenstein, and Taylor Watts.

Earth Day Marin Director Hannah Doress is a Senior Fellow of the Environmental Leadership Program and principal of Hannah Doress Events. She is well known for her work as Events Programmer at San Geronimo Valley Community Center and for her promotional efforts for the Dipsea Hike for Zero Breast Cancer. She lives in Fairfax with her wife Emily Bender and their son Abraham Bender-Doress.

For more information about Earth Day Marin, please visit EarthDayMarin.org, Earth Day Marin on Facebook or follow @EarthDayMarin on twitter. RSVP to the event at: <https://www.facebook.com/events/135614633280557/>

As a peninsula, Marin is affected by sea level rise associated with climate change. Despite widespread support of many environmental causes, Marin residents have a significantly higher than average carbon footprint. Getting educated and taking action to reduce Marin's contribution to climate change is one of the most important things Marin residents can do to preserve the many beautiful places and resources that make our county special, and to protect their safety and quality of life from being impacted by climate change, including through flooding and drought. In response for the need for flexibility that our developing climate requires, Earth Day Marin will be a rain or shine event, conducted indoors in case of rain.

Secure valet bicycle parking will be provided by Marin County Bicycle Coalition.

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Attention Calendar Editor:

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The Earth Day Marin 2013 Festival will be a fun, free, family-friendly event and a day of action on climate change solutions including inspiring speakers, comedy, music, local organic food, and hands-on activities, including Sea Party a carnival for kids developed by Greenwood School 7th and 8th graders. The rain or shine event will take place on Sunday, April 21st from 11am to 5pm at Redwood High School, 395 Doherty Drive, Larkspur. Well-known speakers include international award-winning photographer Garth Lenz (TEDx, NYT, TIME) and nationally-known eco-savvy comic Swami Beyondananda, Peter Barnes, author of *Climate Solutions: A Citizen's Guide*, as well as Supervisor Kate Sears, Damon Connolly of San Rafael City Council, Peter Barnes, author of *Climate Solutions: A Citizen's Guide*, Jack Broadbent of CEO of BAAQMD, Green Latino leader and Supervisor Kinsey aide David Escobar, leading climate change advocates Peter Joseph of Citizen's Climate Lobby and Tamra Peters of Resilient Neighborhoods. Musicians include Spark & Whisper ("a serious force in modern folk..." - Paul Liberatore, Marin IJ), Matt Jaffe (Tommy Castro, album being produced by Jerry Harrison of Talking Heads), Sol Doc (Far West Fest, Fairfax Fest 19 Broadway After Party) and Dore Coller (Savannah Blu, Rowan Bros, Youngbloods, Jerry Garcia). Attendees will be provided with a wide variety of effective actions they can take to reduce their carbon emissions at the event and their carbon footprint over the year, to join in with large-scale community efforts that allow individuals to have a greater impact, and to advocate with decision-makers to support climate change solutions. Attendees will receive a free raffle ticket for each action they take and will have the opportunity to win prizes throughout the day. As a peninsula, Marin is affected by sea level rise associated with climate change. Earth Day Marin will help Marin residents reduce their higher than average carbon footprint be part of climate change solutions. Attendees are encouraged to bring acoustic string and wind instruments to participate in a carbon free jam. A group bike ride to the event will gather at The Bicycle Works in San Anselmo at 10am. Secure valet bicycle parking provided by Marin County Bicycle Coalition. Major sponsors include MCE, Marin Transit, Good Green Moving, Sunrise Center, Marin Sanitary Service, Conservation Corps North Bay and Zero Waste Marin. Earth Day Marin is produced by Hannah Doress Events and is a fiscal project of MarinLink. For more information about Earth Day Marin, please visit [EarthDayMarin.org](http://www.EarthDayMarin.org), Earth Day Marin on Facebook or follow @EarthDayMarin on twitter. RSVP to the event at: <https://www.facebook.com/events/135614633280557/> Join our host committee: <http://www.earthdaymarin.org/host.html> Fan us on Facebook: <https://www.facebook.com/earthdaymarin?ref=hl>

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The Earth Day Marin 2013 Festival and Day of Action on Climate Change Solutions include speakers, comedy, music, local organic food, and hands-on activities and actions to take for all ages. International award-winning photographer Garth Lenz (TEDx) will speak. Sunday, April 21st, 11am to 5pm. Redwood High School, 395 Doherty Drive, Larkspur. Rain or Shine. <http://www.EarthDayMarin.org>