

Media Kit: Long News Release



The 2010 Sustainable Living Fair: Good for you. Great for the World.

Welcome to the 11th annual Sustainable Living Fair! Put on by the Rocky Mountain Sustainable Living Association, the Fair is a place where we help people understand the balance between our natural and human environments, because we believe people should be informed of their choices

The Sustainable Living Fair is a solution driven event with the distinguishing quality of engaging people and helping them make small changes that lead to powerful and profound differences in the issues affecting our world.

Since the first Fair in 1999, thousands of people have been inspired to take action on issues facing our communities. The coming year represents a continuation of the Sustainable Living Fair's efforts to empower people with the skills and the knowledge to help themselves and to educate others.

This hands-on, family oriented event is designed to educate people of all ages and backgrounds about modern living practices, renewable energy solutions, environmental & social responsibility in their daily lives, green building, local economies and so much more.

For \$8, the cost of admission, the Sustainable Living Fair offers four diverse keynote speakers, 250 exhibitors and vendors, 100 workshops, several hands-on demonstrations, Family Planet with a Natural Parenting Nook, Zen Zone, an alternative fuel vehicle showcase, food, live entertainment, and a beer garden.

Our attendees represent a full spectrum of people from the novice recycler, to the leaders in sustainable living practices and renewable energy. There's something for everyone who utilizes the earth's natural resources.

Fair Hours & Admission

Fair is held at Legacy Park in Fort Collins, CO (300 Woodlawn Drive)

Saturday, September 18th: 10am - 6pm

Sunday, September 19th: 10am - 5pm

One-day Pass: \$8, Weekend Pass: \$16

Kids under 12 FREE

Purchase tickets at the gate

Powered by Nature

The Rocky Mountain Sustainable Living Fair will once again be powered completely on Alternative Energy. The workshops and vendors will operate on Biodiesel powered generators & solar trailers and the main stage will be powered by a hydrogen fuel cell.

Carbon Offset

The Sustainable Living Fair will once again offset attendee travel through support of the Colorado Carbon Fund. Last year we offset 320 metric tons of CO₂.

Keynote Speakers

Each year the Sustainable Living Fair features dynamic Keynote Speakers on the main stage. Over the years we have heard inspiring words from speakers like Woody Harrelson, Ed Begley Jr., Amy Goodman, Frances Moore Lappe', Gary Erickson (founder of Cliff Bar), Nick Forester (host of Etown), Yvon Chouinard (founder of Patagonia), and many others.

Saturday, September 18th at 12:00pm

- **Jeff Mapes, Author of *Pedaling Revolution***

Saturday, September 18th at 2:00pm

- **Heather C. Flores, Author of *Food Not Lawns***

Sunday, September 19th 12:00pm

- **Andrew Harvey, Founder of Institute for Sacred Activism**

Sunday, September 19th 2:00pm

- **Doug Fine, Author of *Farewell My Subaru***

Zero Waste Goal

We encourage everyone to go beyond recycling and help us meet our Zero Waste Goal. There will be several "Resource Diversion" Stations at the Fair with volunteers standing by to show you how to effectively dispose of your waste products. By bringing your own service ware for your food and drinks and diverting waste to recycling and compost containers, we can significantly reduce the amount of waste sent to the landfill. *In 2009 we sent ONLY 250 lbs. of waste to the landfill after a 2-day event attended by 12,000 people.*

Alternative Transportation Options – NO ONSITE PARKING AVAILABLE

Free Bike Valet Parking is available to all Fair attendees who ride their bike to the event. Tune-ups and inspections will also be available. There is NO onsite parking at the Fair grounds, so alternative transportation is your best option. Otherwise you can ride our **FREE Biodiesel Shuttle Buses** that will be stopping at various, convenient locations around town.

What is the Rocky Mountain Sustainable Living Association?

The Rocky Mountain Sustainable Living Association is a non-profit organization committed to educating people and communities in the Rocky Mountain region to make healthy, sustainable choices.

We are committed to applying our vision and expertise toward a sustainable future for all. Our educational programs and workshops offer creative challenges, delivering valuable, long-term benefits for a wide range of community interests that improve the relationship between people and the environment.

These programs forge connections between ideas, principles and resources, and harness communication to better understand and express essential relationships that combine a local sense of place with global respect for sustainability.

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