

Media Kit: Long News Release

The 2008 Sustainable Living Fair: Good for you. Great for the World.

Welcome to the 9th annual Sustainable Living Fair! Put on by the Rocky Mountain Sustainable Living Association, the Fair is a place where we help people understand of 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 \$5, the cost of admission, the Sustainable Living Fair offers four diverse keynote speakers, 200 exhibitors and vendors, 50 workshops, several hands-on demonstrations, Planet Youth 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

Saturday, September 20th: 10am - 6pm

Sunday, September 21st: 10am - 5pm

One-day Pass: \$5, Weekend Pass: \$10

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 and the main stage will be powered by a hydrogen fuel cell.

Carbon Offset

The Sustainable Living Fair will offset attendee travel by providing 282,006 kWh of wind energy credits to organizations and individuals around the country through Renewable Choice Energy. This effort balances out 392,552.74 lbs of CO2 emitted into the atmosphere through attendee travel.

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, Amy Goodman, Gary Erickson (founder of Cliff Bar), Nick Forester (host of Etown), Yvon Chouinard (founder of Patagonia), and many others.

Saturday, September 20th at 12:00pm

- **George Siemon, Founder and CEO of Organic Valley Family of Farms**

Saturday, September 20th at 2:00pm

- **Ed Begley Jr., Actor and Activist**

Sunday, September 21st 12:00pm

- **Rahima Baldwin Dancy, Author and Parenting Educator**

Sunday, September 21st at 2:00pm

- **Kevin Danaher, Founder of Global Exchange**

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 2007 we sent ONLY 230 lbs. of waste to the landfill after a 2-day event attended by nearly 10,000 people.*

Alternative Transportation Options -

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. Parking space at the Fair is extremely limited, so alternative transportation and carpooling is encouraged.

We also offer a **National Rideshare Program through AlterNetRides**, a web-based company that makes it easy to find a ride for a one-time trip. In Fort Collins, you can ride our **FREE Biodiesel Shuttle Buses** to and from the Fair. To search for a ride-share or check the local shuttle schedule, visit our website.

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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