



MEDIA ALERT * MEDIA ALERT *** MEDIA ALERT***
FOR IMMEDIATE RELEASE**

Fourth annual Piedmont Earth Day Fair draws record crowd of 7,000 to learn more about environmentally friendly habits.

Winston-Salem, NC - A record crowd of approximately 7,000 people attended the fourth annual Piedmont Earth Day Fair on Saturday, April 18, 2009 on the campus of Wake Forest University. The Fair included 140 booth spaces representing over 120 exhibitors. Activities included five panel discussions, nine demonstrations, a stationary green car parade, green jobs booth, 12 children's activities, entertainment all day on the main stage, an all-natural food court and more. Generous sponsors, 150 volunteers and sunny, warm weather helped make the day a success.

The fourth annual Piedmont Earth Day Fair was a free, "zero-waste challenge" event. "Zero-waste challenge" refers to the goal of managing materials such that the waste generated at the event will be as close to zero as possible. This is done via recycling management and guidelines on exhibitor items allowed at the event. In total there were only two bags of trash generated from this large event. The remainder of what would have been trash was recycled or composted.

The Fair offered:

- exhibits on a wide range of environmental topics, sustainable solutions, and local initiatives
- **Passport to the Earth - 12 stations featuring fun, interactive children's activities**
- hands-on demonstrations on a wide variety of topics
- green building information offering ways to green your home
- panel discussions, including topics such as **green jobs** and **sustainable food**
- green car parade
- eco-friendly gifts and goods for sale
- all natural food and drink for sale
- entertainment featuring local talent all day
- and much more.

The 2009 Piedmont Earth Day Fair, presented by Piedmont Environmental Alliance (PEA), is the largest Earth Day event in the Piedmont region of North Carolina. The mission of PEA is to facilitate environmental sustainability in the Piedmont Triad community through education, networking, and outreach. PEA hopes to inform children and adults how to make sustainable choices – choices that create a positive impact on the Earth.

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2009 Piedmont Earth Day Fair Sponsors:

Sponsorship Levels

Sponsorship Qualifications

Platinum

Blessings Foundation
Homes by Hamrick
Great Outdoor Provision Company
Wake Forest University

*\$5000 cash donation by for-profit; or
\$3500 cash donation by non-profit;
or
\$10,000 in-kind donation*

Gold

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88.5 WFDD

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or
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Unitarian Universalist Fellowship of Winston-Salem
Winston-Salem Journal

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Friend

EcoLens Group
Flow Honda

*\$250 cash donation by for-profit; or
\$150 cash donation by non-profit; or
\$500 in-kind donation*

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