

Green Apple Festival (GAF), now in its fourth year, is America's largest Earth Day event and the largest environmental event in the US at any time of year. Green Apple Festival is produced in partnership with Earth Day Network, the non-profit organization started by the original founders of Earth Day.

In 2009, in keeping with the challenges of our time, Green Apple Festival (GAF) will shift its main focus from Festivals to large-scale Volunteer Action Projects on Earth Day weekend across the USA. Meaningful actions give back to communities, restore and renew the Earth and rebuild confidence in a healthy economic future. People of all ages want to be involved and to help! We invite you to join with us in America's largest Earth Day action.

GAF will take place in New York City, Boston, Washington DC, Atlanta, Chicago, Denver, Austin, Los Angeles, San Francisco and Seattle: April 17-19, 2009.



GAF includes four components:

- Volunteer actions by tens of thousands of participants in ten cities, April 17-19 2009, making Earth Day a time of meaningful change.
- Thank You concerts for volunteers at popular music venues in all cities April 19, 2009
- A large-scale free Earth Day Festival on the National Mall in Washington DC on Sunday, April 19, 2009
- Extensive media coverage—print, web, radio and TV—plus nationwide branding and PR, documenting and celebrating this movement and encouraging others to take action

Earth Day on the National Mall: Earth Day Network and GAF will present a large-scale free event with music, entertainment, speakers and environmental activities on the National Mall in Washington DC on April 19, 2009. Earth Day will bring together families, adults of all ages, civic leaders and other community members to celebrate Earth Day and share a common commitment to make greener life choices and stem the tide of climate change. Approximately 200,000 people are expected to attend.



Volunteer Actions:

- Focus on climate change solutions that also address economic and energy opportunities: tree planting, energy efficiency retrofits, water protection, urban gardens and forest restoration
- Are produced with participation of leading environmental non-profit organizations and governmental agencies across the USA
- Reflect current challenges; help cities and organizations to get important work done
- Inspire individuals of all ages, including children and families
- Encourage active lifestyles and healthful living, while also connecting volunteers with the green products and solutions of our sponsors



Activities take place in parks, beaches, schools and forests in partnership with non-profit organizations and government agencies. All volunteer actions are planned and managed by GAF professionals and focus on climate change solutions that are also economic, energy independence, and quality of life solutions. Celebrity volunteers and city officials will be invited to participate in each activity.



Volunteer actions will be widely publicized. Calls for participation in print and web will begin in early March. Partner Planet Green / Discovery Network will host the volunteer sign-up on their high-traffic website. Media partner, TripAdvisor.com, will also help spread the word. Volunteers will be offered a variety of activities in their city.

On-going correspondence with volunteers will take place via email. Tips on ways to reduce one's personal carbon impact that are also money-saving recession solutions will enhance email communications. The database of volunteers will grow throughout the month of March and into April.

Thank You Celebrations for Volunteers:

Following completion of volunteer actions, all participants will be invited to attend a special celebratory night of music and entertainment at a popular venue in their city. Shows are free, open to volunteers, celebrities, musical artists, environmental leaders, city officials and sponsors.



Media: Print, online, public place and radio promotion, with an extensive public relations campaign managed by Sunshine Sachs, will bring the Green Apple Festival message to millions. *USA Today*: daily print partner, committing approx. \$500,000 in media. Planet Green (Discovery Networks): TV partner, reaching over 50 million homes. Web partners MySpace.com, TripAdvisor.com and Treehugger.com will build viral messaging online.



For each person who completes a volunteer activity, Green Apple Festival will offset a ton of CO2. A ton of CO2 is equivalent to emissions generated by an average American household in a month.

Does Your Organization Have an Earth Day Weekend Action Ready for the Involvement of 25 to 300+ Green Apple Festival Volunteers? We'd Love to Talk Partnership! Please Contact:

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