

SANTA BARBARA EARTH DAY

APRIL 27-28, 2024



ALAMEDA PARK
SANTA BARBARA

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Media Contacts:

Jennifer Zacharias, JZPR

805-886-9078, jennifer@jzpr.com

Katie Hershfelt, Director of Communications & Marketing

(805) 772-5324; khershfelt@cecmail.org

Santa Barbara Earth Day Festival Announces This Year's Highlights & Schedules for April 27 & 28

- **Highlights Include the longest-running Green Car Show in the U.S., a plastics reduction discussion, Environmental Hero Awards, Poets for Climate Action and more**

April 19, 2024 (SANTA BARBARA, CALIF)– The [Community Environmental Council](#) and its long-time festival partner, [CarpEvents](#), are thrilled to bring the Santa Barbara Earth Day Festival back to Alameda Park on Saturday, April 27 from 11:00 a.m. to 7:00 p.m. and Sunday, April 28 from 11:00 a.m. to 6:00 p.m., 2024. Now in its 54th year, the Santa Barbara Earth Day Festival is one of the longest-running Earth Day celebrations in the country, and is one of the largest on the West Coast. Spanish-speaking staff will be on-hand (identified with "Hablo Español" name badges) to provide information and resources on electric vehicles, home energy efficiency upgrades, how to become a climate activist, and more.

CEC's Santa Barbara Earth Day Festival is FREE for attendees. Detailed information including maps and stage schedules are available online at www.SBEarthDay.org or in the [Santa Barbara Independent](#) Earth Day Festival Guide to be published on Thursday, April 25.

Media are invited to a special sneak-peek of the festival with organizers at 2:00 p.m. on Friday, April 26 on the Main Stage. Please call or text Jennifer Zacharias/JZPR, 805-886-9078 if you plan to attend.

Tens of thousands of community members are anticipated to attend to connect with climate-forward businesses and organizations, engage in climate-focused educational activities, hear from dozens of speakers on a variety of environmental topics, savor locally sourced, climate-friendly food and beverage, and enjoy live music.

HIGHLIGHTS OF THIS YEAR'S EVENT INCLUDE:

Environmental Hero Award: CEC's Environmental Hero Award will take place on Sunday, April 28 at 12:00 p.m. on the Main Stage. This year's award will be presented to **Alejandra Warren**, the co-founder and Executive

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Director of [Plastic Free Future](#) (PFF), a California-based nonprofit committed to the reduction and elimination of plastic pollution through promoting reusable alternatives, with a focus on outreach to underserved and systemically-excluded communities. **Tracy Lehr**, Anchor at KEYT TV, will emcee the ceremony.

The annual **Explore Ecology Awards** will round out our Environmental Hero Awards Ceremony. This year's winners include: Clubs: Clean and Green Club at Vieja Valley and Ocean Guardians at Kellogg; Students, K to 6th: Margo Leven and Moxi McLeod; Students, 7th to 12th: Gio Alfaro and Ethan Maday; Teachers, K to 6th: Teri Briggs and Lori Leach; Teacher, 7th to 12th: Jennifer Rasmussen. These awards will be presented on the Main Stage during the noon ceremony, followed by a ceremony on the Kid's Stage.

[The longest running Green Car show](#) in the United States, featuring the latest electric and hybrid vehicle technology. Location: Santa Barbara and Micheltorena Streets. Show highlights include:

- **Test-drive event:** The annual Ride & Drive is a first-hand opportunity for attendees to experience the look, feel, and performance of the latest electric vehicles and bikes, including from Rivian, Lucid, and Rad Power Bikes. Limited number of spaces available; sign up on site.
- **Rebates and incentives:** Get the latest information about California rebates, the federal tax credit, and other incentives that make purchasing or leasing a clean vehicle more affordable.
- **Community Ambassadors:** Talk one-on-one with community leaders who have made the transition to clean vehicles to learn how electric vehicles and other zero emission transportation options fit into their daily lives.
- **Owners Corner:** Meet owners, and their vehicles, to learn what clean vehicle ownership is really like.

[Public Square](#) and the **Climate Action Stage**, curated by CEC, is a place to connect and engage with organizations doing good work, spend time with your elected officials, and learn what government agencies and nonprofits are doing to help us all be more sustainable. **Highlights on the Climate Action Stage include:**

- An original play, "Drift", presented by the **Pesticide Free Soil Project** at 2:00 p.m. Saturday
- **Poets for Climate Action** at 3:00 p.m. on Saturday.
- **Take Climate Action Mini Talks** by CEC staff about CEC's Electrify Your Life service, how to eat climate-smart, how to be a climate activist, and more at 3:00 p.m. on Saturday and 1:00 p.m. on Sunday. Talks on home electrification and electric vehicles will be offered in Spanish.
- **Plastics Reduction Discussion** at 3:00 p.m. on Sunday.
- See complete lineup and schedule here: <https://www.sbeearthday.org/public-square>

Location: Corner of Santa Barbara and Micheltorena Streets down to Sola Street.

[Homegrown Roots Zone](#) featuring local farmers and food producers, food and beverage artisans, small business owners, and non-profit organizations working in the food system. Location: Along Santa Barbara Street.

[Eco-Marketplace exhibitors](#) selling eco-friendly products and wares. Location: Along Anacapa Street.

[Music on the Main Stage](#) Enjoy two full days of music, dancing and fun! See lineup and schedule here: <https://www.sbeearthday.org/entertainment> Location: Corner of Micheltorena and Anacapa Streets.

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Free Bike Valet, with secure all-day parking facilitated by MOVE Santa Barbara County. Location: Corner of Micheltorena and Santa Barbara.

Food Court, featuring the best climate-friendly fare in the region! Offering vegan, vegetarian, and gluten-free options for every type of eater.

Beer & Wine Garden featuring regional beer, wine, and other libations in front of the Main Stage, the perfect place to meet up with friends and chill. Must be 21+. Location: Adjacent to the Main Stage.

Kids Corner, organized by LearningDen Preschool, offers a space for families to enjoy arts and crafts, musical performances, storytelling, face painting, eco-activities, and a Family Passport that promotes kid-friendly activities throughout the park. The Kids Stage will host Explore Ecology's Annual Environmental Stewardship Awards on Sunday, April 28 at 1:00 p.m. to recognize Santa Barbara County teachers, students, and schools who promote environmental stewardship through education and action. Location: Along Sola Street.

Community members can stay updated on details of CEC's Earth Day at www.SBEarthDay.org

Follow on social media for updates: Like "Santa Barbara Earth Day" on [Facebook.com/SBEarthDay](https://www.facebook.com/SBEarthDay), and Instagram [@SB_EarthDay](https://www.instagram.com/SB_EarthDay).

Thank you to our 2024 Santa Barbara Earth Day Festival Sponsors

Boone Graphics, Brander Winery and Vineyard, Bye Bye Mattress, Central Coast Clean Cities Coalition, Central Coast Community Energy, Channel Islands Restoration, Chargepoint, City of Santa Barbara, Edhat, e-bikery, Firestone Walker Brewing Company 805, Hammie's, Juneshine, KJEE, Lucid Motors, MarBorg Industries, Matilija Pure Water Systems, Montecito Bank & Trust, Plug In America, The Port of Hueneme, Rad Power Bikes, Rivian, Santa Barbara Foundation, Santa Barbara Independent, Santa Barbara Nissan, Santa Ynez Band of Chumash Indians, Edison International, Super Bee Rescue, Tri-County Regional Energy Network (3C-REN), TV Santa Barbara, Voice Magazine, World Animal Protection

About Santa Barbara Earth Day Festival

Widely acknowledged as the birthplace of Earth Day, Santa Barbara's involvement began with the devastating 1969 oil spill off its coast. This led a local group of concerned citizens to begin discussing a different way of looking at environmental systems. During that time, Senator Gaylord Nelson visited Santa Barbara to view the oil spill damage. When he returned to Washington, D.C., he introduced a bill designating April 22 as a national day to celebrate the earth. Over the next few years, the environmental movement was born across the country – including the Community Environmental Council (CEC). Led by a group of forward-thinking youth and elders, CEC incorporated in the spring of 1970 and its first act as a new nonprofit was to hold an Earth Day celebration – a one block long teach-in between State St. and Chapala St. along Anapamu. Around the country, 20 million concerned citizens attended similar events. We recognize that "every day is earth day" and that special events like this are a way to bring diverse voices from our community together as a reminder to tread lightly on the planet.

About the Community Environmental Council (CEC)

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CEC advances rapid and equitable solutions to the climate crisis – including ambitious zero carbon goals, drawdown of excess carbon, and protection against the impacts of climate change. CEC was recognized as a 2020 California Nonprofit of the Year and a City of Santa Barbara Climate Hero, and is led by CEO Sigrid Wright who was recently named 2022 Congressional Woman of the Year. CEC has worked since 1970 to incubate and innovate real life environmental solutions that directly affect the California Central Coast. Our programs lead to clean vehicles, solar energy, resilient food systems and reduction of single-use plastic. Learn more about the work of CEC and why it receives high ratings from both Charity Navigator and Guidestar at [CECSB.org/impact](https://cecsb.org/impact).

Find CEC on the web at [CECSB.org](https://cecsb.org) and on Facebook.com/CECSB, Instagram.com/CEC_SB, and [LinkedIn.com/company/cecsb/](https://www.linkedin.com/company/cecsb/).

About CarpEvents

With over 30 years' experience in event management, Mike Lazaro (Carpinterian of the Year), and the CarpEvents team have been producing seamless events from concept to completion across the country and right here in Santa Barbara County. Mike has been involved from the ground up on fundraisers, street festivals, concerts, large corporate conventions and televised sporting events. In addition, the team provides logistical and managerial support on major events such as Summer Solstice and Avocado Festival as well as co-founded the Alcazar Theatre in Carpinteria and the Rods and Roses Car show. Visit <https://www.carpinteriaevents.com/>