

Living'

"La Vida Verde"

A Festival to help make the world greener



PRESS RELEASE

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"LIVIN' LA VIDA VERDE" FESTIVAL To Teach And Celebrate Sustainable Living

Tucson, AZ – Sustainable Tucson, a grassroots citizen network for sustainable living, will hold its inaugural "**Living' la Vida Verde**" Festival on **October 27, 2007 at Mission Manor Park from 12:30 – 5:00 p.m.** The festival will bring together local environmental experts, government officials, student groups, sustainable energy vendors, regional farmers and others associated with the green movement to both teach and celebrate sustainable living with the public. More than 2,000 people are expected to attend this free community-wide event!

Numerous presentations on sustainable living will take place, including biodiesel fuel production by local high school students, solar oven cooking, solar energy demonstrations and water harvesting basics. Attendees can also sign up to volunteer with organizations like Weedwackers to learn how to identify invasive species such as Bufflegrass, join a local environmental club, identify their ecological footprint, learn how to reduce carbon emissions and more. Several musical bands will perform. The Food Conspiracy Coop, Lovin' Spoonfuls, Native Seed Search and other vendors will provide food demonstrations.

Special invited speakers include Congressman Raul Grijalva; Congresswoman Gabrielle Giffords; City Councilman Steve Leal (Ward V); City Councilman Jose Ibarra (Ward I); Leslie Liberti, City of Tucson Office of Conservation and Sustainable Development; Tedra Fox, Sustainability Manager for Pima County; and Dr. Manuel Isquierdo, Superintendent of the Sunnyside School District. Speakers will address the crowd in an adhoc format from 12:30 to 3:00 p.m. on the main stage. Awards will be given to outstanding schools and youth for their leadership in environmental stewardship.

The festival is being held in conjunction with **National Make a Difference Day**. Sunnyside School District will host service projects at various schools for the second year in a row. **Living' la Vida Verde!** is the culmination of the Educating for Sustainability Conference at the University of Arizona (October 25-27) hosted by the Arizona Association for Environmental Education (www.arizonaee.org). Sustainable Tucson is a network of citizens working for the transformation of Tucson to a sustainable city. Sustainable Tucson welcomes everyone to "be the change". We're in this together, forever!

Mission Manor Park is located at 6100 South 12th Avenue (take I-19 to Irvington, heading East, turn South on 12th Avenue to Calle Ramona and you are there!). For more information about the festival, call (520) 664-3693 or visit <http://arizonaee.org/aaee-events/fall-conference/viva-verde>.

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