



For Immediate Release

Local Event Asks Community to “Make Earth Day Matter”

It’s not too late to get involved.

Rochester Hills, MI, March 18, 2010 - TriGreen, organizer of the MI Earth Day Fest (April 22rd -25th), has plans to make this year’s festival one to remember as Michigan celebrates the 40th Earth Day. TriGreen continues to gain momentum, in its effort to “Make Earth Day Matter” – adding exhibitors, presentations and many exciting new activities to this year’s downtown Rochester event, already the largest Earth Day celebration in Michigan.

The MI Earth Day Fest will again be held in downtown Rochester and will offer a full weekend with over 200 FREE green and wellness exhibits, education, activities and entertainment for attendees of all ages. In addition to attending, there are many ways to get involved in this year’s festival: Volunteer. Nominate a “green hero”. March (walk, skip, or ride a bike) in the parade. Beat your best time in the RARA Trail Run. There’s even room for a few more exhibitors, if you hurry. Visit www.miearthday.com and click “Participate” for details or email info@trigreen.biz.

Endorsed by many civic leaders, the Rochester Earth Day celebration has found a strong foothold in the community and major support from media. “The Michigan Earth Day Festival in Rochester is quickly becoming one of the largest Earth Day events in North America,” said L. Brooks Patterson, Oakland County Executive. “I encourage all who are able to attend.”

Green leaders from around the state and country, including Kevin Danaher, founder of Global Exchange and the Green Festivals, will offer insights and lead panel discussions throughout the weekend.

This year’s festivities will kick off at 7pm on Earth Day, Thursday April 22nd with an exclusive Preview Party, emceed by comedian Dave Coulier, and featuring the first annual MI Earth Day Awards (\$25). The event will grow to include many new special events: a free Green Careers Fair on Friday from 9am to 4pm, presented by the Rochester Jaycees (www.rochesterareajaycees.org/greencareersfair), and a free Earth Day parade held on Saturday at 10am, presented by the Rochester DDA. On Sunday at 10am, RARA will host a 4 mile trail race (\$15). On both Friday and Saturday evenings from 7pm-11pm Rochester Mills Beer Co. will host the “Party for the Planet” (\$10).

For information and tickets for special events, visit www.miearthday.com.

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About TriGreen

The MI Earth Day Fest is being produced by TriGreen Development L3C, a Rochester company formed, by the same management team that produced last year's Earth Day Expo, to focus on green economic and community development. For further information, visit www.trigreen.com.

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