



For Immediate Release

Earth Day Celebration Offers Something for Everyone *Fun, food and info for all ages.*

Rochester Hills, MI, April 15, 2010 - The MI Earth Day Fest (April 22 -25) celebration of Earth Day's 40th anniversary, Michigan's largest Earth Day celebration and one of the largest in the country, is only days away from its kickoff. An anticipated 100,000 visitors will share in a variety of earth-friendly and healthy events and exhibits in downtown Rochester.

This year's festivities will kick off at 7pm on Earth Day, Thursday April 22, with an exclusive Preview Party emceed by comedian Dave Coulier and featuring the first annual MI Earth Day Awards. The evening will also welcome Oakland County Executive L Brooks Patterson and other dignitaries and showcase an eco chic fashion show with FOX2's Ronnie Dahl narrating. Mind, Body and Spirits will provide an array of organic food and beverages. Admission to the Preview Party is \$25. Tickets can be purchased in advance at www.MIearthday.com.preview.html.

"More and more people are recognizing the significance of Earth Day and looking for ways they can make their own lives more environmentally friendly," said John Batdorf, partner of TriGreen LC3, producer of the MI Earth Day Fest. "The MI Earth Day Fest will offer them a ton of ideas and opportunities to join the international push for a cleaner, healthier environment for themselves and for future generations. It's going to be *the* place to be in Michigan on Earth Day."

The MI Earth Day Fest is free and open to the public. It will feature an eclectic variety of over 200 green and wellness exhibits; kids corner arts and activities; organic food and drink; Connections Café community-building; renewable energy equipment; home improvement and energy conservation; electric and hybrid vehicle displays; green home and garden products; farmers' market; petting farm; free massage and wellness classes; and many more healthy and green living resources. In addition, there will be a number of contests and door prizes, and gift and art fair exhibits.

A full schedule of lively presentations covering the hottest environmental and wellness topics, will be presented at four stages by leading experts, including Dr. Kevin Danaher, founder of the nation's premier Green Festivals. Outstanding films will be shown including the only scheduled Michigan screening of the moving documentary 'Garbage Dreams'. Great music will be offered throughout the day on the festival's streets and on its Party Stage, including local favorites Billy Brandt's Acoustic Mission Band and Jill Jack.

The weekend will include a number of special events: a free “Green Careers Fair” on Friday from 9am to 4pm, presented by the Rochester Jaycees (www.MIearthday.com/careers.html), an Earth Day parade at 10am Saturday, presented by the Rochester DDA, and a 5K trail race hosted by RARA on Sunday at 10am (\$15 entry fee). On both Friday and Saturday evenings from 7pm-11pm Rochester Mills Beer Co. will host the inaugural “Party for the Planet” (\$10 admission) with guest bands from radio stations 89X and 93.9, The River.

Event partners include Rochester City and DDA, Oakland County Planning and Parks, and the Michigan Department of Labor and Economic Growth. Sponsors include DTE, The Home Depot, Whole Foods Market, GEEP, Renewal by Andersen, Bauer Power, Frank Rewold & Son, Pure Eco Environmental Services, Bosch RexRoth, Trent Design and Mind, Body & Spirits - Inspired Dining.

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

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