

FOR IMMEDIATE RELEASE
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Sustainable Lafayette

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Lafayette Celebrates Earth Day with A Special Community Picnic & "Backyard of Tomorrow" in Downtown Lafayette

(Lafayette - CA) – On April 23rd, Lafayette will celebrate Earth Day for the sixth year in a row. The residents of our eco-friendly Contra Costa community are celebrating the remarkable progress we've made by hosting a special community picnic in the center of town.

The Lafayette Earth Day celebration is being organized and hosted by Sustainable Lafayette, the Lafayette Chamber of Commerce, and the City of Lafayette.

When: Saturday, April 23rd 9:00 am – 3:00 pm

Where: Downtown Lafayette – Lafayette Plaza
at Moraga Rd. and Mt. Diablo Blvd.

What: Three main elements to this year's celebration:

1) **Picnic on the Green** (11:30am – 1:30pm)

The community will gather to enjoy a local, organic, sustainable lunch at the downtown Plaza Park with live music and activities. Groups from across Lafayette will be recognized for contributing to a more sustainable community, including the 2010 City of Lafayette Green Award winners.

2) **"Eco-Way"** (11:00am - 3pm)

Plaza Way will be turned into "Eco-Way" featuring the **"Backyard of Tomorrow"** that demonstrates the latest green gardening techniques and materials. Also visit with a number of local environmental groups including Sustainable Lafayette, The Urban Farmers, Lafayette Farmers' Market, Trust in Education,

CCC Solid Waste Authority, and more.

- 3) **Bike Safety Rodeo & Parade** (9am - 11:30am)
Children K-5th grade can learn practice bike safety on the outdoor course at Stanley Middle School. The rodeo concludes at 11:30am with a festive parade to Lafayette Plaza Park.

What makes this year's celebration so special:

Before the first Earth Day celebration in Lafayette five years ago, most of the community had hardly heard of the term "sustainable," and now there is evidence of trying to build a sustainable community all over town.

Sustainable Lafayette has grown to over 1000 members in the past four years with over 80 sustainability success stories published; the City of Lafayette is working hard to make sustainability a central goal of the new downtown plan, and is embarking on a city-wide Climate Action Plan; the Chamber has an active Green Committee that has designated over 35 Lafayette Green Businesses; the Lafayette School District has installed a huge solar system and has audited every campus for ways to reduce energy, water, and waste; a new farmers market has been started; urban farming has taken off; and a new community garden is in the works. These are just a few of the highlights of a town that is confidently moving towards a more sustainable future, and that is something to celebrate!

This year's Earth Day event will recognize many organizations and individuals that are actively working to help Lafayette become a more sustainable city. All of their contributions are making a difference, both large and small. In addition, up to 10 City of Lafayette Green Award winners (for 2010) will be announced during the picnic.

This special community event would not be possible without the generous support of the following sponsors: Lafayette Chamber of Commerce, Mechanics Bank, Diablo Foods, Lamorinda Weekly, Springloaf Catering, Ecolunchboxes.com, C&M Party Props, Dolan's Lumber, Rubens Nunnemaker LLP, No Trace Shredding, and Sola-Brite.

For more information, please visit www.sustainablelafayette.org

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