

Phoenixville Green Earth Festival

Saturday, August 6, 2011 9am-2pm

PRESS RELEASE

Phoenixville is going green at the second annual Green Earth Festival on the Schuylkill River Trail on August 6 from 9AM – 2PM. The festival will celebrate area businesses and service groups that are working to make Phoenixville a sustainable community. Organized by the Phoenixville Green Team, in association with the Farmer's Market, the market and festival will stretch along the creek side trail from Taylor Ave to the Foundry.

The event features exhibitors, food, music, children's entertainment and a Speaker Forum. Our first GoodGreenWorks project invites everyone to bring good clothing and shoes to the Clothing Swap and Shoe Drop. Participation art projects will encourage everyone to craft several public art creations with clay and chalk.

The festival will host exhibitors that specialize in eco-friendly products, renewable energy, earth-friendly services, environmental advocacy, and organizations that are making a difference by protecting the environment and building a sustainable and maintainable local economy. Exhibitor spaces are still available.

The public is invited to do some good at our first ever GoodGreenWorks event. The Clothing Swap, managed by [LuLu Boutique & Gifterie](#), is a great way to clean out your closets and contribute to repurposing items that are still in great shape. Bring some old and bag some newish threads. All left over clothing will be donated to local charities. The Shoe Drop, organized by [Busy Bee Organizing Solutions](#), will accept all kinds of shoes, including boots and sandals, to be donated to Soles4Souls, who recycle and distribute shoes to developing countries and to areas hit by disasters.

The Speakers Forum will feature presentations on solar energy, energy audits, recycling, the New American Garden, Time Bank, sustainable business development, local bike trail updates, and for the kids --- a book reading and discussion on "10 Things I Can Do to Help My World."

Entertainment will include music and public art projects that everyone can join in. Artist young and old will be able to decorate the trail with your own chalk sidewalk art masterpiece. Come down and get brown by adding your inspiration to the Green Man and Wild Woman wall sculptures. Two large clay panels will be created by clay artist, John Matthews, to jump-start this public art creation. An educational exhibit will highlight endangered plant and animal species in PA. The public will be encouraged to participate by sculpting one of these plant or animal forms to contribute to the work. The wall panels will be fired and installed locally.

Free bike rentals will be available on the trail through Phoenix Cycles as part of the Bike Schuylkill – Phoenixville program. The Schuylkill River Heritage Corridor and the Green Team sponsor this program so that people can explore the town and local trails on two wheels. A one hour guided bike tour to the Black Rock Dam Fish Ladder will start at noon.

The Phoenixville Green Team is a volunteer committee of the Phoenixville Main Street Community Development Corporation (CDC). Our mission is to advocate for a greener Phoenixville that preserves the environment and promotes sustainable lifestyles and businesses. We meet monthly to develop and report on our green initiatives and also sponsor an informative free forum at Molly McGuires. The presentations provide interesting information and free flowing discussion. Best of all.....you get to meet other Phoenixville folks interested in exploring and advocating local sustainable and environmental ways to live and work green.

The Green Team has active projects pursuing the following goals:

- Brownfield Remediation
- Public Transit / Walkability / Biking
- Natural Resource and Water Conservation
- Waste and Recycling
- Energy Conservation / Renewable Energy
- Buy Local

Questions regarding this press release – Mark Connolly, 610-763-8227 or markjconnolly@gmail.com

Exhibitor inquiries – Pam Long 484-995-8305 pam@longcsi.com

Visit the Green Earth Festival at www.phxgreen.org

Organized by the
Phoenixville Green Team
in association with
Phoenixville Farmer's Market

Phoenixville Green Earth Festival

Saturday, August 6, 2011

9am-2pm

GREEN EARTH FESTIVAL SPEAKERS FORUM

The following speakers were selected to explore the Green Team's current goals.

- 🌍 **Brownfield Remediation** – Encourage the redevelopment of Brownfields
- 🌍 **Walkability** – To create pedestrian mobility throughout the target area.
- 🌍 **Public Transit/Biking** – Encourage alternative transportation and mass transportation.
- 🌍 **Natural Resource and Water Conservation** – Maintain and promote Phoenixville as a green urban center surrounded by rural countryside.

Paul vanMeter Donald Pell Gardens **New American Garden!**

New Perennials Movement, New Wave Planting, the Four-Season Garden, the New American Garden, call it what you will, it's new methodology based on old ideas. These innovative and exciting nature herbaceous plants are coming to our local landscape gardens.

- 🌍 **Waste and Recycling** – Encourage re-use, recycling and environmental waste management.

Iftekhar Hussain Founder International Montessori School – **"10 Things I Can Do to Help My World"**

Reading and discussion of Melanie Walsh's children's book and the importance of reuse and recycling to the Montessori teaching philosophy.

- 🌍 **Energy Conservation / Renewable Energy** – Advocate conservation, energy efficiency and renewable energy.

Jack Strong Manager, Smart Energy Solutions - ECA – **Energy Works** En\$rgy A\$d\$T Gr\$nt
Energy Works helps all homeowners in Philadelphia, Montgomery, Bucks, Delaware and Chester counties to increase the energy efficiency of their homes by bringing together all available rebates, tax credits and low-interest financing with certified building analyst and contractors for home energy efficiency upgrades.

Jon Costanza President SunPower Builders – **Solar PV and Thermal Systems**
SunPower Builders is a Philadelphia-area design-build firm that has worked in the solar and green building industries since 1972. SunPower Builders has installed over 100 residential and commercial systems in Southeastern PA and is a DEP/PA Sunshine Program certified solar installer

- 🌍 **Buy Local** – Encourage buying local goods and services to develop the economy and reduce the community's carbon footprint

Judy Antipin Member Phoenixville Area Time Bank **It's About Time!**

Hear how the Time Bank works and offers people the opportunity to reach out, ask for help, and discover the joy of sharing their interests and skills with others.

Ken Richardson Redwood Enterprises **Improving Your Business while Protecting the Environment**

Sustainability started with being more environmentally friendly and conserving our planet's resources. However, sustainability can be a viable business strategy and a competitive edge. This presentation provides examples of how businesses can pursue sustainability initiatives. This strategy however requires the development of creative thinking and a serious commitment to the future, which will contribute to sustain real business growth.

Phoenixville Green Earth Festival

Fun for the whole family!

Speaker Forums ~ Music & Food ~ Kids Activities.

Sat, Aug. 6th 9:00am – 2:00pm

Next to the Phoenixville Farmers Market

Exhibitors

Visit our vendor tables and learn more about how it's easier than you think to live a healthy and sustainable life-style! Visit www.phxgreen.org for a list of vendors.

Clothing Swap & Shoe Drop

- ★ Bring gently used mens, womens and childrens clothing and swap for something new.
- ★ All shoe types are welcome and are donated to under developed countries and disaster areas.

Kids Activities

Fun for the kids provided by International Montessori School.

Face Painting ~ Recycled Art Project

Speaker Forums

Interesting and Free!

- ★ **SunPower Builders** – *Solar Energy*
- ★ **International Montessori School** – *10 Things Kids Can Do to Better Their World*
- ★ **Timebank** – *buy local to develop the economy and reduce the community's carbon footprint*
- ★ **Energy Coordinating Agency** - *save energy and promote a sustainable and socially equitable energy future*

Arts & Entertainment

Live Music ~ Food ~ Community Art Project

Green Man – Wild Woman Wall Art

Join in the fun and add your clay piece to the sculpture. The piece will be fired and placed on display in the Art Center.



**PHOENIXVILLE
GREEN TEAM**

Watch for updates at
www.phxgreen.org

Thank You to our Sponsors!



A celebration to promote natural and sustainable earth-friendly enterprises.

PHOENIXVILLE GREEN EARTH FESTIVAL

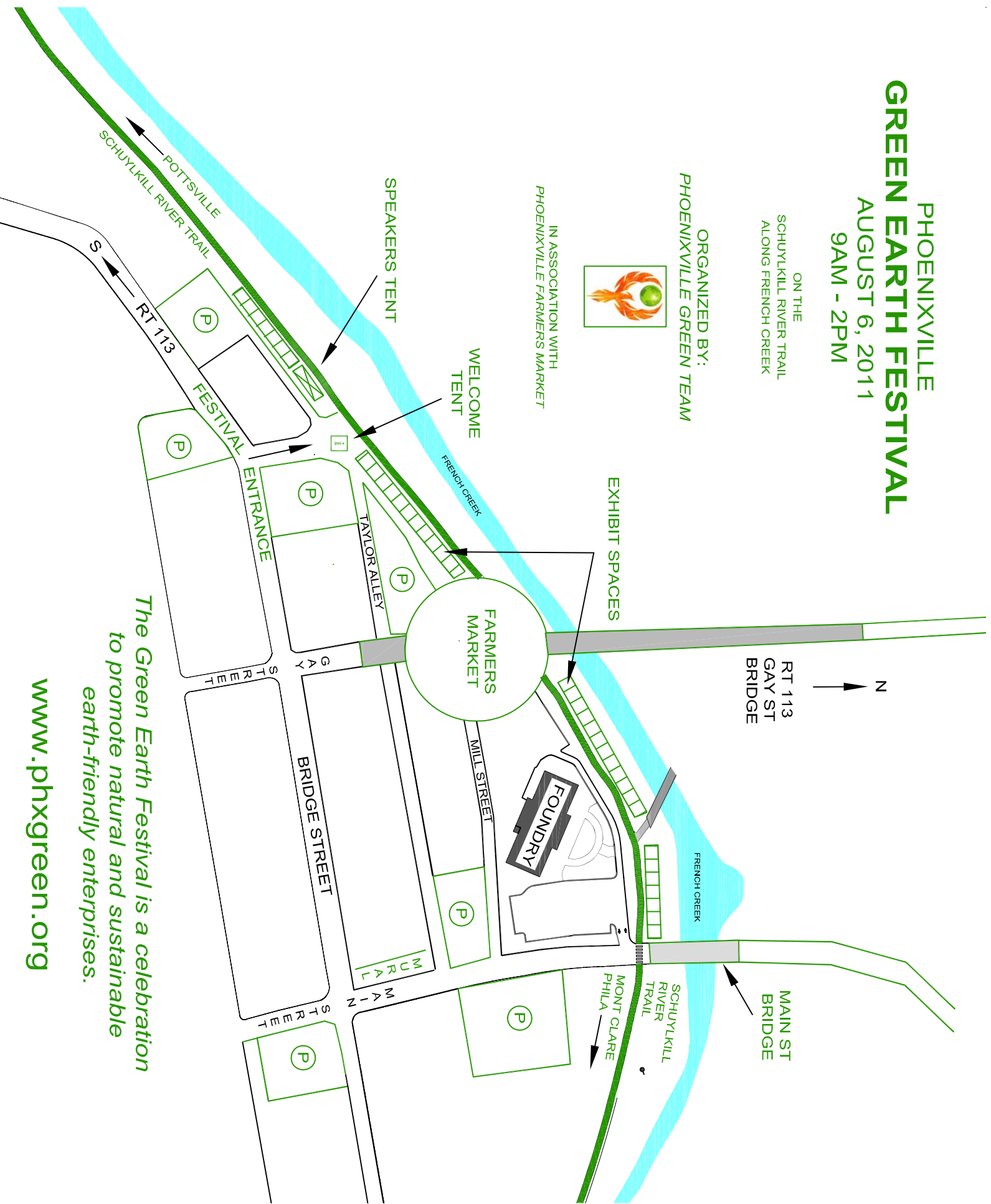
AUGUST 6, 2011
9AM - 2PM

ON THE
SCHUYLKILL RIVER TRAIL
ALONG FRENCH CREEK

ORGANIZED BY:
PHOENIXVILLE GREEN TEAM



IN ASSOCIATION WITH
PHOENIXVILLE FARMERS MARKET



*The Green Earth Festival is a celebration
to promote natural and sustainable
earth-friendly enterprises.*

www.phxgreen.org