

ST. LOUIS EARTH DAY

**26TH ANNUAL ST. LOUIS EARTH DAY FESTIVAL
SUNDAY, APRIL 26, 2015
MUNY GROUNDS IN FOREST PARK**



50,000 FESTIVAL ATTENDEES

WASTE DIVERTED FROM LANDFILLS: **93%**

FESTIVAL FEATURES

Earth Day Challenge recognized and rewarded visitors who brought their own water bottle or shopping bag and used low-impact transportation to and from the Festival.

MetroBus Painting offered the opportunity to complete a paint-by-number design honoring Earth Day on the side of a MetroBus that will be featured on various routes for the next year.

Free bike valet

Joia All-Species Jamboree, a parade through the Festival celebrated the interdependence of all species, led by Joia World Percussion Ensemble.

Pet Adoption Area featured 4 local rescue groups and numerous adoptable pets.

Three stages of entertainment featuring local bands, regional talent, Circus Flora, live birds of prey from World Bird Sanctuary, and student performers from the School of Rock.

Opening Ceremony conducted by Interfaith Power and Light kicked off the Festival one hour earlier.

Climbing wall

Youth Corner where children and young adults could explore the art and science of Earth Day.

Free yoga for adults and children, all day.

In its new location, the **Earth Day Cafe** featured 17 Green Dining Alliance member booths & food trucks where diners could enjoy the natural beauty of Forest Park as they listened to the music from the Cafe Stage.

www.stlouisearthday.org



EARTH DAY ACTION GRANTS

The 9 community groups and organizations at right represent our third class of Earth Day Action Grant recipients. A total of \$10,000 was awarded to support grassroots initiatives that share the mission and vision of Earth Day. Recipients were recognized at the Earth Day Eve party on the Saturday evening prior to the Festival.



Community groups were awarded a total of \$10,000 in Earth Day Action Grants at Earth Day Eve.

EARTH DAY EVE

For a third year, we hosted Earth Day Eve the Saturday night before the Festival 4 pm to 7 pm in the beautiful new location of the Earth Day Cafe. This event offered an opportunity for St. Louis Earth Day supporters and Festival participants to mix and mingle as they listened to Grateful Dead cover band, Jake's Leg, perform on the Cafe Stage. Tickets to a special "Friends of St. Louis Earth Day" tent featuring a buffet and free beverages, SOLD OUT this year! Many took the opportunity to tie-dye limited-edition St. Louis Earth Day T-shirts, and bid on some fabulous items in the silent auction.



"Earth Day Eve was wonderful and a great way to start the celebration of Earth Day." - First-time attendee.

2015 RECIPIENTS

Volunteer Conservation Stewards Earth Day Project

- Willoughby Heritage Farm and Conservation Reserve/Collinsville Area Recreation District

Container Garden Educational Program

- St. Anthony Food Pantry

Garden Resource Library

- Mallinckrodt Academy (Saint Louis Public School)

Seeding the Green at Midtown Farmers Market

- Midwest Association of Farmers Markets

Wentzville Tackles Single-Use Plastic Bags

- City of Wentzville

The 2015 Sustainable Backyard Tour

- Slow Food St. Louis

Hydrating 13th Street Community Garden

- Gateway Greening

Rhizoma Projects: Spreading Roots from Urban Gardens to Creative Community-based Workshops in Paper, Plants, Poetry, Books

- McKinley Meadows

"Celebrating and Protecting God's Creation One Recycle Bucket at a Time!"

- St Francis Xavier (College) Church



Volunteers assisted with the fundraising efforts at Earth Day Eve this year.

FESTIVAL SUSTAINABILITY

WASTE:

- 93% diverted from landfills
- banned Styrofoam and bottled water

ENERGY:

- propane generators piloted this year produce 75% fewer emissions compared to standard diesel generators
- prototype solar shed powered several booths
- all energy used at the festival offset 100% with Renewable Energy Certificates derived from Missouri wind.

TRANSPORTATION:

Thousands of attendees reduced congestion in the park, limited pollution from idling cars, and saved on emissions by using low-impact transportation.

- biked or walked to Festival
- used MetroLink, MetroBus, and Forest Park Trolley
- parked remotely and caught FREE shuttles fueled by biodiesel and compressed natural gas

FOOD:

- recyclable/compostable disposables required
- many vegan/vegetarian options available
- local, natural, and organic ingredients featured

1,325 took the Earth Day Challenge and received a prize for doing so!



RECYCLING EXTRAVAGANZA IMPACT

For a fourth year, in partnership with St. Louis Community College - Forest Park, we held a collection event for hard-to-recycle items on the same day as the Festival. Hundreds of vehicles took advantage of the opportunity to unload obsolete and unwanted objects. These donations support the work of 19 businesses and organizations who focus on reuse, recycling or appropriate disposal. Over 57,000 total pounds of waste were kept out of the landfill:

1,225 CFL bulbs, 680 various-sized fluorescent tubes (~1,000 pounds), Ameren Missouri

500 pounds of pharmaceuticals, *Missouri Prescription Pill and Drug Disposal Program (MO P2D2)*

100 pounds of like-new bras for "Free the Girls" program to support survivors of human trafficking, Herb'n Maid

12,010 pounds of building materials & tools, *Habitat for Humanity St. Louis ReStore AND Refab*

650 pounds of misc. creative supplies: wood, books, corks, furniture, etc., St. Louis Teachers' Recycle Center

62 items of used medical equipment (750 pounds), *St. Louis HELP*

25 used musical instruments (250 pounds), Play it Forward

500 pounds of used shoes, *Shoeman Water Project*

320 pounds of plastic bags & film, Trex Recycling

1,800 pounds of carpet and carpet padding, *Flooring Systems, Inc.*

1,273 pounds of paper to shred, The File Room

1,510 pounds of clothing to be reused or re-purposed, *USAgain*

25 pounds of Brita filters, Whole Foods Market

40 cubic yards of expanded polystyrene (385 pounds), *EPC*

54 bicycles (~1,080 pounds), St. Louis Bicycle Works

34,716 pounds electronics/appliances, *Midwest Recycling Center*



"The shuttle from the recycling extravaganza was awesome!" - First-time shuttle rider

COMMUNITY ENGAGEMENT

- 264** Volunteers
- 867** Total volunteer hours

EMAIL MARKETING

- 997** Average readership monthly e-newsletter, Jan-April
- 200** Average click-through rate monthly e-newsletter, Jan-April

IMPRESSIONS

- 2,483** @stlouisearthday Twitter followers, April
- 3,886** Facebook likes, April
- 24,697** Facebook post impressions daily average, Jan-April
(Organic: The number of impressions from posts in News Feed or on Page.)
- 46,850** Facebook post impressions daily average, Jan-April
(Total: Includes data from organic, viral & paid posts.)

PROMOTIONAL IMPACT

Estimated over 17 million total impressions
\$271,000+ total marketing value

EVENT COVERAGE

*Media Partner

COMMUNITY

Outfront Media | Lambert-St. Louis International Airport | MetroBus & MetroLink

ELECTRONIC

ALIVE Magazine* | Sauce Magazine* | Y98* | Yelp*

PRINT

ALIVE Magazine* | Java Journal | Ladue News | Memphis Democrat Pulse | R3* | Riverfront Times | Sauce Magazine* | South County Times | St. Louis Magazine* | St. Louis Post-Dispatch | The Gateway Gardener* | The Healthy Planet Magazine* | Town & Style Magazine | USA Today | Uptown Magazine | Webster-Kirkwood Times | West End Word | Where Magazine | Women's Journals* | Vital Voice | Yoga & Spa Magazine*

RADIO

88.1 KDHX* | 90.7 KWMU* | Fresh 102.5* | Y98*

TELEVISION

KPLR 11* | Fox 2* | KSDK 5 | KMOV 4

SPONSORS

OCEANIC

Ameren
Metro Transit / Bi-State Development

CONTINENTAL

Bota Box
Chipotle
City of St. Louis
Missouri American Water
Subaru

ECOSYSTEM

Energy Tree
Missouri Department of Conservation
Nature's Variety Instinct
Republic Services
Schlafly
St. Louis Jefferson Solid-Waste Management District

COMMUNITY

1-800-GOT-JUNK?
The Advertisers Printing Company
Cfx
Lambert - St. Louis International Airport
Mallinckrodt
MSD Project Clear
RideFinders
Whole Foods Market
Yoga Buzz

NEIGHBORHOOD

Banfield Pet Hospital
Better Life
Bolt Construction
ChooseBranson
Great Rivers Greenway
Metro Arts in Transit
Metro Lighting
Purina
Saint Louis University - Center for Sustainability
Trailnet
Upper Limits
USAgain

EARTH DAY ADVOCATES

Farmer Girl Meats
Kaldi's Coffee
Katy Land Trust
Microgrid Energy
Midwest Recycle Center
Missouri Department of Natural Resources
Pedro's Planet
Pure Power
St. Louis Cardinals 4 A Greener Game
The Muny
Thrivant Financial

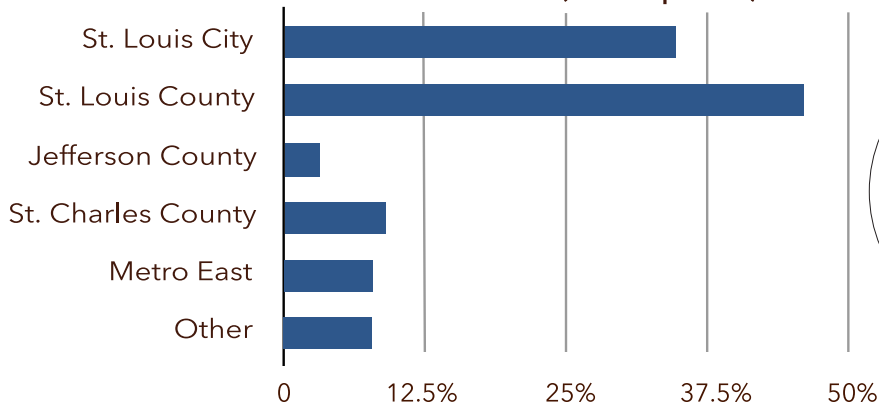
WEB TRAFFIC



	visits	unique visitors	page views
December	1,425	1,029	3,305
January	2,191	1,643	5,071
February	2,926	2,154	6,868
March	5,969	4,318	14,173
April	28,839	20,520	68,528

FESTIVAL ATTENDEES

WHERE DO YOU LIVE? SURVEY RESPONSES (208 responses)



83%
of those surveyed say they learned something new.