



# NEWS RELEASE

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FOR IMMEDIATE RELEASE:

## EARTH DAY CELEBRATION TO TAKE PLACE ON SATURDAY APRIL 25<sup>TH</sup> AT MIAMI'S BAYFRONT PARK

*Event will Encourage People to Reduce, Reuse and Recycle*

MIAMI, FL., April 2009 / Bayfront Park will host [Miami Goin' Green](#), an eco-friendly, Earth Day celebration on Saturday April 25, 2008. The event is scheduled to run from 10:00 a.m. to 7:00 p.m. and will offer live entertainment, hands-on activities for the entire family and close to 80 green exhibitors. "While vendors will use this event to introduce new products, consumers will enjoy some fun-in-the-sun, listen to good music, see everything that's green and pick up valuable tips in order to lead a more sustainable lifestyle," said Tony Albello director of the event.

There will be something for everyone including two open stages that will showcase live performances and seminars throughout the day. In addition to all the exhibitors, performers and interactive activities, the event will offer plenty of green-friendly areas including the following:

- **Human-Powered Bike Blender** – Jump on this bike to blend your very own eco-friendly "King Smoothie".
- **Solar-powered Wii Station** – Play sports against the game's artificial intelligence or with friends in this solar-powered video game.
- **Family Fun Zone** – Partake in the live exhibits provided by The Miami Science Museum. See the experiments and enjoy physical challenges that promote healthy living.
- **Fashion Forward: A Clothing Swap** – Browse the mini-store presented by Goodwill South Florida and bring lightly worn items that you no longer wear such as suits, dresses, children's clothes, shoes, purses and belts in order to swap them for items that you will wear.
- **Water Bottle Trade-In** - Bring six old water bottles and trade them in for a free Clear 2GO portable water filtration bottle. Fill it up anywhere you go for a clean sip of water.
- **eWaste Drop Off** – This tech recycling station will be collecting old tech items that require special disposal such as batteries, cell phones, computers and monitors.
- **Traditional Recycling Stations** – Several stations will appear throughout the park for people to discard paper, plastic and aluminum cans. They will be manned by the "Green Team" who will help educate visitors on how to properly recycle.

Because Miami Goin' Green strives to reduce, reuse and recycle, it will operate on 100% alternative fuel with solar-power and bio-diesel generators. Event organizers also plan to break a Guinness Book of World Records on Wednesday April 22<sup>nd</sup> by having the longest procession of alternative-fuel vehicles. The current record was set on August 31, 2008 in Melk, Austria with 138 vehicles. Those with electric cars, bio-diesel, CNG or solar-powered vehicles are encouraged to register for this high-profile event at [www.MiamiGoinGreen.com](http://www.MiamiGoinGreen.com). For more information about the event and/or press inquiries, please contact Dina Allende at 305-593-9192 or [dina@allendepr.com](mailto:dina@allendepr.com).